Pharmacy Library

AEROSOL AGE

THE MAGAZINE OF PRESSURE PACKAGING

PURDUE U.
APR 17 1958
LIBRARY

Let's look at your cosmetic aerosol fragrance problem from every angle!

In custom-creating a fragrance for your cosmetic aerosol, Givaudan examines your problem from *every* angle—perfume efficacy and consumer acceptability... types of propellents... pressure... solubility... compatibility... container material... cost and other factors.

Our staff is equipped with the skill, knowledge and specialized facilities to study such problems scientifically. Thus we can supply you with a fragrance that is not only technically correct from every viewpoint but uniquely and specifically *yours*. May we work for you—with you—to give your cosmetic aerosols exactly the right fragrance appeal?

GIVAUDAN-DELAWANNA, INC.
330 West 42nd Street, New York 36, N. Y.

APRIL, 1958 VOL. 3, No. 4

AEROSOL AGE

The magazine of pressure packaging

THIS MONTH'S COVER

Union Carbide's Division, National Carbon Co., recently introduced a new line of aerosol garden products. First in the line is a Rose Spray and an Insect Killer, both under the "Eveready" trademark. Introduction of the new line followed a market research study by the company that indicated that a major percentage of home gardeners couldn't recall the brand name of the product they used last season.

Feature Articles

PHARMACEUTICAL AEROSOLS FOR INTERNAL USE 14

CONTINENTAL FILLING DEVELOPS NEW GLASS AEROSOL CLEANER 16

PUBLIC RELATIONS FOR THE AEROSOL EXECUTIVE 17

PACKAGING MATERIALS AND EQUIPMENT SHOW 22

AEROSOLS IN GREAT BRITAIN 28
By A. Herzka

INTERNATIONAL AEROSOL ASSOCIATION MEETS IN ZURICH 31

"THE MAGIC BUTTON" 36

PERFUMERS HOLD SYMPOSIUM IN NEW YORK 38

AEROSOLS IN REVIEW 39

Departments

IN THE SPOTLIGHT THIS MONTH 9

NEW PRODUCTS AND PACKAGES 20

PRESSURE PACKAGING OVERSEAS 43
By Dr. Tom C. Clark

NEWS OF PRESSURE PACKAGING 46A

EQUIPMENT, PROCESSES & BULLETINS 59

CONVENTION CALENDAR 55

CUSTOM FILLERS AND PACKERS 67

NEW PATENTS 73

CLASSIFIED ADVERTISEMENTS 75

INDEX TO ADVERTISERS 77

OVER THE TRANSOM 78

Wayne E. Dorland
Publisher

Donald A. Davis
Editor

Eleonore T. Kanar
Technical Editor

Ralph Dorland
Advertising Manager

Roger Appleby
Eastern District Manager

Doris Metz
Circulation

Address all correspondence to Box No. 31, Caldwell, N. J.

Subscription Rates: U. S., one year $3, two years $5; Canada and Pan America one year $4, two years $7; Foreign one year $7, two years $12.

Single Copies: current issue: $0.50. Back issues $1.00. Postage and handling charges for foreign countries on single copies: $1.00.

Published monthly on the 20th by Aerosol Publications, Inc. at 229 West 28th St., New York, N. Y. Advertising, Subscription and Editorial Office: Box No. 31, Caldwell, N. J. New York telephone: BArclay 7-7121. Advertising rates on application. Closing date for copy—1st of the month preceding month of issue.

Second-class mail privileges authorized at Post Office Caldwell, New Jersey, with additional entry at New York, New York.

B.P.D.

BOMBRINI PARODI-DELFINO

MECHANICAL PRODUCTS DEPARTMENT

Seamless impact extruded aluminum containers for the aerosol industry

No crimps, no solderings, no seams, no cements, NO LEAKES!

Maximum resistance to pressure: distortion of the container's bottom occurs at over 2[illegible] p.s.i.

Minimum weight: a 12 oz can weighs 1.41 ozs, a 6 oz can weighs [illegible] ozs.

Full range of sizes to meet any requirement of the aerosol industry: wide choice of diameters, lengths and shapes.

Standard 1" opening to fit any normal cup-type aerosol valve.

Perfect decoration of the cans; base-lacquering in any color plus lithographic printing in up to four colors.

All containers may be internally coated with special lacquers if they are to be filled with corrosive products.

BOMBRINI PARODI-DELFINO - 267, VIA DEL CORSO - ROME, ITALY

● **The Development of Pharmaceutical Aerosols for Internal Use** . . . Some of the developmental history, plus the research steps needed, in the perfection of Riker's "Medihaler" line for the pharmaceutical industry. Story and photographs on page 14.

● **Public Relations for the Aerosol Executive** . . . No matter how small the firm, public relations should be an important factor in winning friends (and customers). The why's, wherefore's, and how-to's are explained in a special staff article on page 17.

● **Packaging Materials and Equipment Show** . . . One of the largest equipment shows in history, held in Atlantic City, unveils gassers, fillers, coders, labelers, cartoners, weighers, and other important aerosol line components. Pictures and story on page 22.

● **Aerosols in Great Britain** . . . Beginning on page 28, a bi-monthly series on aerosol developments in Great Britain, reviewing technical advances, new product types, etc.

● **International Aerosol Association Meets in Zurich** . . . The association movement in Europe produces tangible results as 85 industry representatives meet in Zurich to thrash out by-laws and formal association plans. Story and pictures on page 31.

● **American Perfumers Hold Symposium** . . . Cosmetic base materials come in for much criticism as perfumers meet in New York. Meeting report on page 38.

from the
EDITOR'S MAILBAG

To the Editor:

I read with interest the letter published in your column "From the Editor's Mailbag," March issue, from Mr. Irving Porush of Riker Laboratories relating to the article on page 62 of the December 1957 issue of *Aerosol Age*.

Mr. Porush makes reference to "chill-free" dual-chambered pressurized containers as "an old unmetered atomizer principle." This is far from the fact, and is a much more recent development than metered valves, the adaptation of which we considered and rejected for inhalational apparatus before "Medihaler" came out on the market.

The premise that a metered dose of aerosol for inhalation is to be compared with a tablet appears to be erroneous. When a patient swallows a tablet, the concentration of medicament is predetermined and beyond the control of the patient. The same is true of an injectable; the patient receives the full dosage.

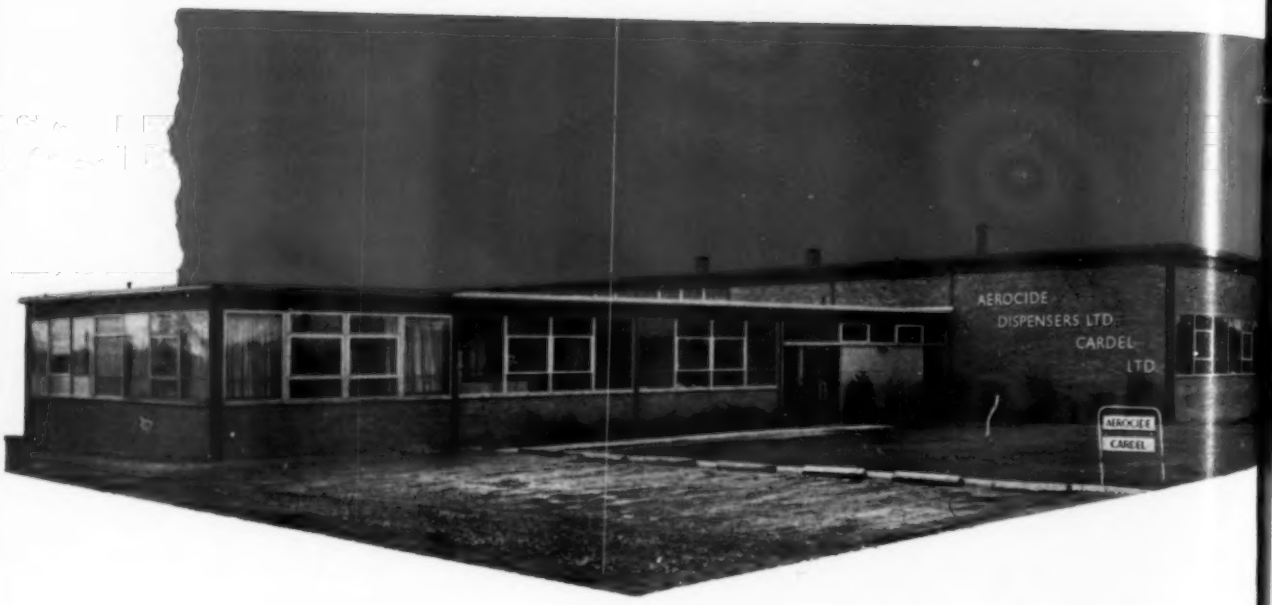
However, when a dose of aerosol medicament is inhaled, the formula for acceptance is entirely different; it becomes C x T, or concentration times time of inspiration. In a study by Bernard Altshuler, M.D., et al, in the American Medical Association's ARCHIVES OF INDUSTRIAL HEALTH, 15: 293-303 (April, 1957), of a subject having a nominal respiratory rate of fifteen respirations per minute, the durations of phases of the respiratory cycle were: 0.47 seconds pause before inspiration, 1.31 seconds of inspiration, 0.57 seconds pause before expiration and 1.57 seconds of expiration, making a total of 3.92 seconds for the complete respiration. The metered valve technic dispenses each dose in approximately 0.1 second. Therefore, the metered valve must be actuated during that inspiratory portion of 1.31 second of the respiratory cycle. At any other time, it is a wasted dose as a result of the patient's breathing out, while attempting to breathe in, the lighter-than-air particles of medication.

The dual-chambered technic of separating the propellant from the drug permits the patient, without drug waste, to breathe in a known concentration of medicament for the full tenure of the inspired breath, a facility unattainable by the hand-bulb or metered valve.

The NEBU-HALENT "Touch-Action" Nebulizer, which features the dual-chambered technic, is a true aerosol generator, utilizing the propellant as a means of energy only. The Venturi tubes break up the particles and release them so that large

(*Continued on Page* 70)

AEROCIDE DISPENSERS are proud to . . .



Pioneers in the field of aerosols, Aerocide Dispensers have presented all the latest pressure filling developments and as a result are today the largest pressure packagers in Canada.

Now we present the most revolutionary type of pressure container — the NITROGEN PRESSURE PACK.

This new package development may now make it possible to put your product under pressure. Our research and development department will be pleased to take your product and give you a complete analysis free of any obligation.

AEROCIDE DISPENSERS LTD. *specialists*

EDITORIALS

The Woes of the Custom Filler . . .

In these days of the beginnings of recession "jitters," the "tightened belt," and a generally heightened competition throughout the aerosol business, the lot of the custom filler is becoming increasingly difficult. He has to deal with an increasingly cautious customer (who is probably overly concerned about his filling costs), a more energetic competitor, and prices that, for the most part, continue to spiral upward.

However, no matter how beleaguered he may become, the filler should strongly resist the urge to plunge into competitive, wholesale, price cutting. When bidding for an account, he should be especially careful to submit a bid that will enable him to both clear the necessary profit, and to buy component parts and raw materials that will do justice to the integrity of his product. The important thing to remember here is that, no matter from what direction costs are estimated, the result is always the same. The old and now hackneyed adage—"You get just about what you pay for"—was never more apt than it is in the aerosol industry today.

In his rush to reduce the price of his important services, the custom filler will very humanly tend to make (what seem to him) the easiest cuts first. Among the first to go will be the least tangible producers; quality control personnel, product inspection, advertising, etc. And with these cuts will soon come the inevitable snowballing results: poorer quality products (and, eventually, dissatisfied customers) and a market for his own services that will dry up as a result of the filler's own actions.

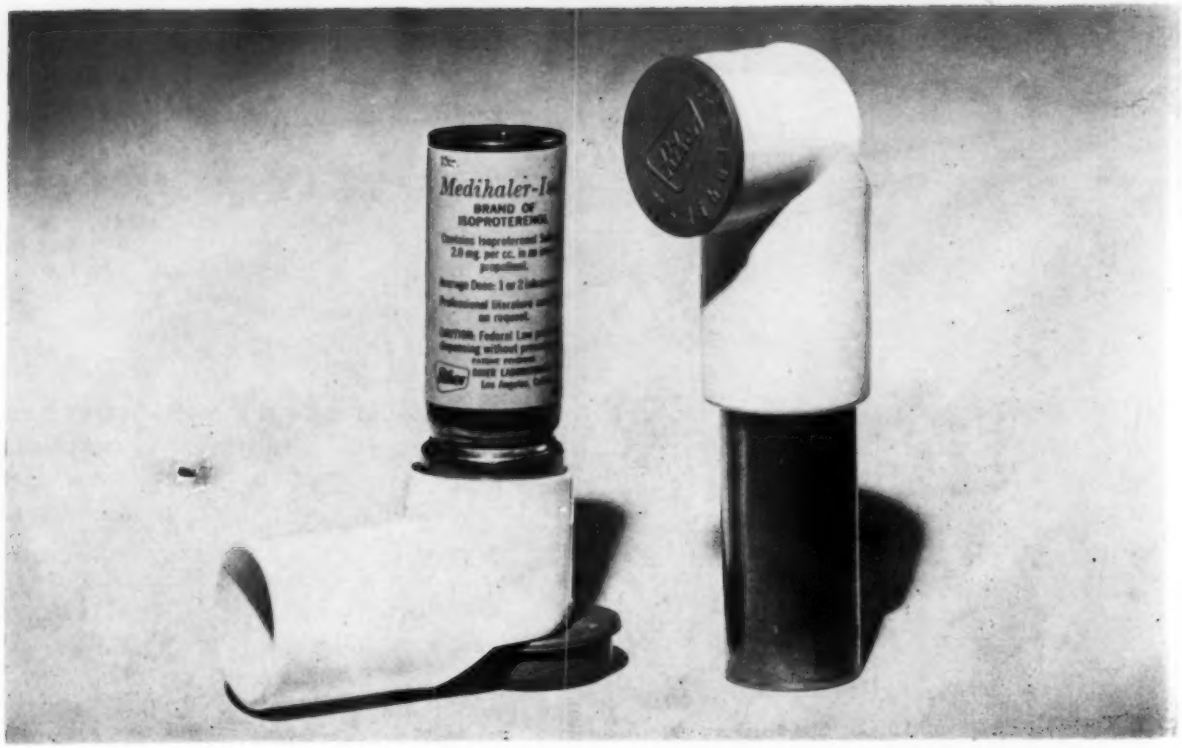
The folly of these practices can be even further compounded by a major customer shortcoming that has long bothered the filler. In contracting for the services of a filler, it has too often been the practice to include such unprecise specifications as "propellant to be supplied by filler" and similar vague statements. From the important standpoint of product quality, it is highly important to have every item in the formulation covered by a "tight" specification. Propellants and propellant-mixtures differ widely in cost from product to product, and this should be remembered throughout the bidding and the specification writing.

This vagueness of specification can extend to raw material procurement as well. For instance, if the customer orders a specific amount of insecticide delivered to his filler, his fundamental lack of formulation knowledge may cause his estimate to be well under the amount needed to turn out a quality product. Again, it will add to the general woes of his custom filler.

This whole situation, strangely enough, contains another hidden threat—that of adding to inflationary trends. For instance, if, in the heat of a competitive situation (or when faced with a particularly recalcitrant customer), the filler quotes a low per-unit price, he may be later forced through such vague specifications or advances in component prices, to raise his price one-half or one cent per container. In making his own adjustment, the customer will use his own costs as justification for raising the price to his wholesaler two cents a container. And so it goes. By his slight adjustment to meet a too-low original quotation, the custom filler has inadvertently set off a pyramiding price rise that may amount to four or five cents by the time the final sale is made.

The effect of these practices on the general health of the aerosol industry, and of the prospects for acceptance of the aerosol industry by a

(*Continued on Page* 66)



the development of

Pharmaceutical Aerosols

for internal use

LAST month marked the second anniversary of the application of aerosol propellants to the problems of internal medication. It was in March of 1956 that Riker Laboratories, Inc., of Los Angeles, Calif., introduced its "Medihaler - Epi" and "Medihaler-Iso"* fo rthe treatment of asthma. These were the first self-propelled aerosol preparations approved for human inhalation therapy by the U. S. Food and Drug Administration.

A review of the history of the development of "Medihaler" is pertinent at this time since it mirrors the recent history of the "age of the aerosol." It illustrates the impact aerosol technology can have on a previously unrelated field such as human therapy.

FIGURE 3

Photo above: Improved "Medihaler-Iso" suspension and oral adapter, assembled for use (left) and reassembled for carrying (right).

It brings into focus formulation, stability and packaging problems peculiar to the aerosol industry. The fact that the original "Medihaler" formulations and package became obsolete and were replaced by much improved versions only 14 months after introduction shows, too, how rapidly new techniques of aerosol formulation and packaging are being developed.

In the case of the "Medihaler," exacting requirements imposed by use in human inhalation therapy considerably compounded the usual problems encountered in development of aerosol products. Extensive evidence had to be gathered on the safety of inhalation of propellants, co-solvents or suspending agents, as well as on the final formulation. The animal and clinical studies which achieved this goal resulted in the first Food and Drug Administration approval of fluorinated hydrocarbon propellants for internal use.

The dose had to be accurately measured, uniform, and reproducible; and the parts of any valve used had to be chemically inert to the medication and formulation. Solution of these problems resulted in the first use of a metering valve for pharmaceuticals.

The container, too, had to be compatible with the formulation, very small (on the order of one-third of an ounce) yet able to withstand the pressure developed by the propellants. Another first — the commercial development of a 10 cc. plastic-coated clear glass vial — overcame this hurdle.

* All of the "Medihaler" units, the "—EPI," "—ISO," "—nitro," and the "—phen" are registered trademarks.

THIS medication had to be delivered to the lungs of the patient in particles ranging between one and seven microns in diameter in order to be utilized efficiently. This was a four-facet problem inter-relating solubility, stability, pressure and rate of evaporation. The first formulations developed were of the solution type — the key to success being the discovery that the amount of water present in the aerosol was critical in providing a satisfactory spray pattern, while maintaining the drug in solution at the desirable internal pressure.

Next, the spray had to be directed to the patient's mouth by a compact, sterilizable mouthpiece or adapter (of the right dimensions to permit suitable evaporation of the propellants). The problem was solved, and cooperation with plastic manufacturers provided another milestone — the first pharmaceutical use of high density polyethylene.

The introduction of the solution formulations of "Medihaler-Iso" and "Medihaler-Epi" evinced an immediate enthusiastic response and acceptance by asthmatic patients and their physicians. With each depression of the metering valve, five to eight times more medication was delivered to the patient in the desired particle size than previously available bulb type nebulizers supplied. And in contrast to these old nebulizers, the dosage was reproducible.

Still, solution-type aerosol formulations left much to be desired. About half of the volume of the formulation was aqueous alcohol, which was necessary as a co-solvent. Even with 40 pounds-per-square-inch gauge pressure, a 2½-inch adapter was required for sufficient evaporation to provide a satisfactory amount of medication in the correct particle size. Nevertheless, some wet particles in the larger range were still delivered, bringing consumer complaints about the taste. Obviously, lowering the pressure would result in an even "wetter" spray. Use of a break-up button was equally unsatisfactory because coalescence and agglomeration of liquid particles occurred, resulting in production of significant numbers of

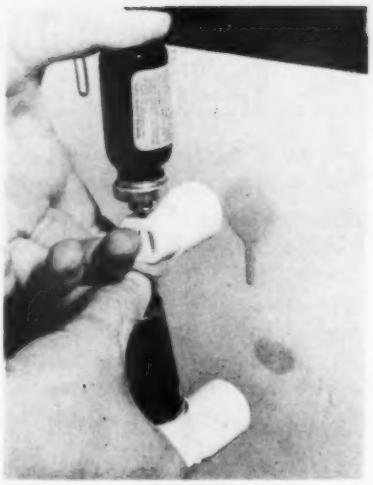


FIGURE 1
Spray pattern showing the wet spray of "Medihaler-Iso" solution through a break-up button (top) and the relatively dry spray of the improved "Medihaler-Iso" suspension.

larger particles (See Figure 1). The solution formulations necessitated use of the glass container. However, though safe when handled properly, there was mounting concern that, of the hundreds of thousands of containers sold to the public, at least a few might prove potentially hazardous if dropped.

Continuing research soon rendered obsolete the solution-type aerosol formulations of epinephrine and isoproterenol, and their glass containers.

RIKER LABORATORIES developed a method of suspending medication directly in the propellant without impairing the functioning of the metering valve and in fact even improving the action. The medication now is premicronized to the desired particle size of one to seven microns diameter. Higher boiling co-solvents are no longer required, thereby eliminating the concomitant problems of taste, larger particles, mucous membrane drying effect, and chilling action. A stainless steel container was substituted for the hazardous glass vial. The product is significantly more stable as the suspension in dry propellants. Sursprisingly, the medications in "Medihaler-Epi" and "Medihaler-Iso" improved formulations are more stable than the dry drug powders stored in glass containers!

Use of the stainless steel vial permitted a pressure increase to 45 to 50 pounds per square inch gauge. Unlike the lower pressure solutions, the improved formulations operate effectively even at freezing temperatures. The adapter was shortened to 1½ inches, while still allowing for evaporation of the formulation to the desired particle size without any chilling effect. This yielded a more convenient package (Figures 2 and 3).

Riker Laboratories has patents pending covering the various developments described.

Particle size of the medication delivered by "Medihaler-Epi" and "Medihaler-Iso" improved formulations was determined by the stirred sedimentation technique of Dimmick and Hatch (Bacteriological Proceedings, 1955, paper G-47). The principle was described recently by W. B. Tarpley in *Aerosol Age* ("Droplet Particle Size," *Aerosol Age*, Dec. 1957, page 40).

The mass median diameter of the particles of medication made available to the patient by the "Medihaler" improved formulations is 2.1 microns. This means that 50% of the weight of the drug delivered to the patient is

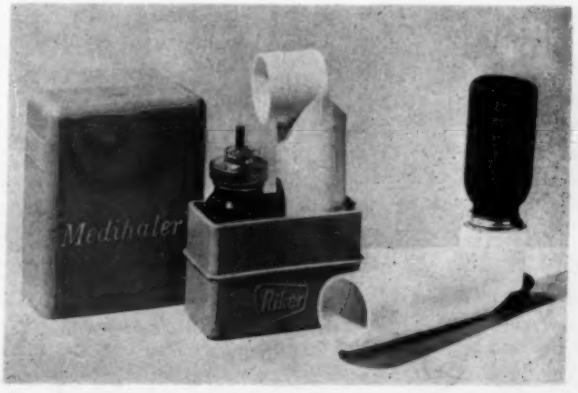


FIGURE 2
"Medihaler-Iso" solution package, now obsolete. In carrying case (left) and assembled for use (right).

in particles having a diameter of less than 2.1 microns. In addition, 90% of the weight of the drug delivered to the patient is in particles between one and five microns in diameter, while 98% of the material is in particles less than seven microns in diameter (See Figure 4).

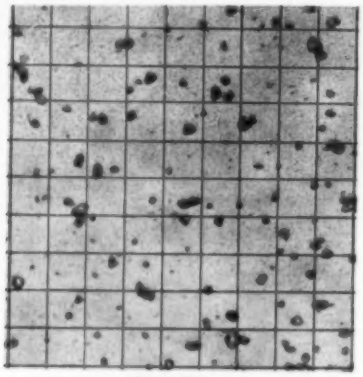


FIGURE 4
Microphotograph of "Medihaler-Iso" medication. Grid squares are 10 microns in each direction.

Consumer acceptance of the improved formulations of "Medihaler-Epi" and "Medihaler-Iso" both in the United States and abroad has been reflected in a steady increase in rate of sales since introduction in May 1957.

The development of "Medihaler" provides a method for administration of accurate, reproducible doses of medication by means of positive pressure, non-toxic aerosol propellants and a reliable metering valve. Further application of this principle promises to give rise to a whole line of prescription pharmaceutical products, the new formulations being made possible primarily by the discovery of a method for suspending drugs in the propellant without impairing valve function.

In the field of heart disease, Riker developed its "Medihaler-Nitro" for the relief of attacks of angina pectoris produced by coronary insufficiency. Still another prescription product, "Medihaler - Phen," was introduced early last year for the relief of nasal congestion and inflammation in rhinitis, sinusitis and nasopharyngitis. Preparations for administration of cortical steroids by inhalation for the treatment of bronchial asthma, pul-

(*Continued on Page* 72)

Continental Filling Perfects Method for Cleaning Glass Aerosols

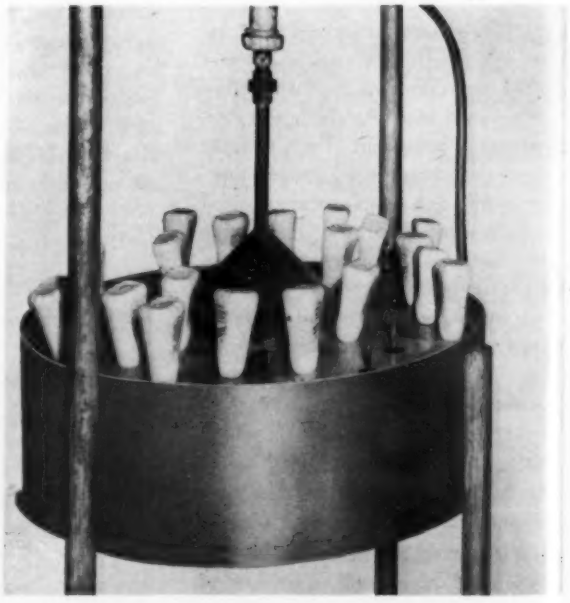
ONE of the more strict qualifications of the cosmetic industry is that of purity of product, coupled with the demand that its liquid products exhibit a polished, sparkling appearance. This generalization becomes particularly important when the cosmetic product is to be packaged in a transparent container.

However, because a high percentage of bottles shipped from the supplier contain lint or carton fibers, the custom filler finds his own problem doubly complicated. Not only must he adhere to the cosmetic industry's rigid purity and appearance specifications, but he must also see that the packaged liquid is free from foreign particles to eliminate the possibility of valve clogging. A number of generally unsatisfactory attempts have been made to overcome these difficulties by mechanically or air cleaning the bottles, but nearly all of these proved inadequate because of the way in which foreign particles adhere to glass surfaces.

Continental Filling Corp., Danville, Ill. custom filler, has apparently solved this problem through development of a newly conceived and designed stainless steel bottle washer. Built by the company's engineers, under the direction of J. A. Reynolds, the bottle washer literally rinses the inside of each aerosol bottle free of any contaminating material. To further insure the product's purity, the interior of each bottle is washed with part of the liquid from the formulation that will be packaged in the bottles. This further eliminates the possibility of any gross contamination of the product remaining in the bottle from the washing operation.

The device works like this: The bottle is inverted on a spout, which is equipped with a special nozzle to spray the bottom and sides of the bottle. The washing liquid then drains from the bottle into a sump which it is pumped through a filter and back again into the spray nozzles. This cycling of the liquid is continued until the work is completed.

The bottle washer's circulating system is equipped with a series of filters, and the frequency with which the filters have to be changed is a good indication of the amount of lint and carton fibers being removed from the so-called "empty" bottles.★



Continental Filling's new aerosol bottle washer. The spouts may be seen in the right foreground.

PUBLIC RELATIONS

for the aerosol executive

A SPECIAL STAFF ARTICLE

AS in the case of so many young industries, public relations tends to be the forgotten stepsister of other business activities in the aerosol industry. This generalization applies particularly to the small filler, component or equipment supplier, who—because of real or imagined limitations in time, staff, experience, or necessary financial outlay—tends to take little advantage of even the most modest public relations effort.

In a good many instances the activities of, say, the filler, to make his company better known (both to the rest of the industry and to the people of the city in which his plant is located) have consisted solely of some type of paid advertising.

Actually, effective public relations for the aerosol plant owner can be relatively simple, and surprisingly inexpensive. By the simple operation of keeping his immediate "public" well informed about the activities of his company, and by keeping the local press and the national trade press informed about equipment installations, new personnel, new products, etc., a good share of the battle is already won. Most of the shortcomings that currently exist in this important area can be attributed directly to a lack of knowledge of how to *go about* public relations.

Webster defines public relations as "The activities of a corporation, union, government, or other organization in building and maintaining sound and productive relations with special publics such as customers, employees or stockholders, and with the public at large, so as to adapt itself to its enviroment and interpret itself to society." Raymond W. Miller, president of Public Relations Research Associates, Washington, adds this to the definition: "Public relations also involves a state of mind, one in which the businessman, by his mental attitudes, creates the social and often economic climate in which he operates. Every business *has* public relations whether it wants to or not. It prospers and grows because of its relations with others. In all dealings with people it has public relations—good or bad — largely by its own choice."

In neither of these definitions is any mention made about the size of the firm. It should be obvious that the definitions apply to small as well as large firms, that they include the smallest filling operation as well as the well-staffed national or international supplier. For the larger company the problem is made less complicated in that it usually has sufficient professional personnel and funds to undertake planned public relations activities.

FOR the small filler—the one, two, or three-man operation (on the executive level) — the problem is somewhat different. Usually the president of the company is a chemist, engineer, cosmetic or insecticide technician, or someone who has extensive experience in some phase of the packaging, materials handling, or sales fields. In his entire career he has probably had little to do with public relations, as such; and more important, has little time to devote serious thinking to public relations and other less tangible activities of his company. In most cases his subordinates too will usually be hampered by many of the same shortcomings and lack of experience in anything close to formal public relations.

This president or manager of the small aerosol company (whether it be a filler, supplier, or marketer) would be well advised to think of his "public" not in terms of an indefinite and shadowy mass, but instead as a number of distinct divisions, of "publics." Under normal business circumstances, he would want to maintain and cultivate cordial relations with:

1. Current and prospective customers.
2. Suppliers.
3. Creditors.
4. Employees and employees' families.
5. Press, radio, and television.
6. Competitors.
7. Local educational institutions.
8. Local civic groups.
9. Local government.
10. Stockholders (if any).
11. The general public.

The importance of maintaining close relations with most of these is fairly obvious. Falling immediately into this easy-to-understand category should be current and prospective customers, the general public, stockholders, and press, radio, and television (not necessarily in that order of importance). The other listings, however, belong in a separate category—those not often thought of as belonging to the "public."

For instance, except in personal dealings, the small aerosol plant executive usually makes little effort to cultivate his supplier, creditor, and

competitor. Yet a good image of his company, built through publicity in the trade and local press, will often make easier dealing with both supplier and creditor. Credit for component and equipment purchases in most cases will be easier to come by, and through these important contacts (who also have direct relations with the filler's customers and competitors) there tends to be a growth of respect for the company through spreading of the good word about it.

IN his endeavors to create a favorable impression with his business contacts and the general public, the aerosol executive may occasionally overlook his own most important business asset — the employee. In these days of keener competition for the well-trained technician, employee relations become more and more important to the efficient functioning of the aerosol firm. Also, the management is occasionally liable to overlook the role of the employee in spreading good relations to the general public.

Where practical, employees should be shown the complete workings of the aerosol line, as well as the physical working of the aerosol product. It should be demonstrated that the aerosol product is unique, that the employee is doing something that few others in his town (or in his immediate social circle) are doing. This simple orientation for the worker on the line will negate any tendency for him to feel that he is merely an appendage to the crimper or gasser. He, together with his family, can also provide a good word-of-mouth public relations medium for the general public.

Cultivation of local educational institutions and civic groups can also be invaluable. Though mature in years now, the aerosol industry continues to be far too mysterious in certain sections of the country. Plant tours for high school students, and the Kiwanis, Elks, and other civic clubs can be invaluable in breaking down this aura of mystery (and for winning friends for the aerosol company). Also, the Kiwanis, Rotarians, etc., are always on the lookout for good luncheon speakers, and there are few plants in industry that are as unique and as interesting as the aerosol plant.

Other than through personal contact, the principal avenue of approach for the small aerosol firm to its customers, suppliers, creditors, and competitors (and, in some cases, its employees) is through the trade press. For the aerosol industry there is a small and select list of periodicals at which to aim:

Aerosol Age
Soap & Chemical Specialties
Modern Packaging
American Perfumer
Packaging Parade
Drug & Cosmetic Industry
Drug Trade News
American Druggist
Food Technology
Food Engineering

With the possible exception of the last five listed (which are concerned only with the drug, cosmetic and food field) the editors of all these magazines should be kept fully informed about personnel appointments and promotions, major equipment installations, new products, and similar stories. To prepare such stories all that needs to be done is to send typewritten notices, giving as many details as possible, to each periodical. The addition of good glossy photographs to each release will help heighten the interest of the editor.

There is yet another way to make one's company better known to the prospective and current customers, suppliers, creditors, etc., through the trade press. In the research department of most small aerosol firms solutions often are found for unique packaging problems. On the filling line slight variations in equipment or technique have often been made. New sales approaches, distribution patterns, and consumer reactions have been developed and recorded. These are all subjects worthy of full scale articles in these packaging magazines, whether written by the key executive of any given firm or by the least known staff technician. Editors are constantly on the lookout for such articles, and if enough preparation has gone into them (and if the subject isn't hackneyed or obsolete) there's a good chance of their landing in one of these influential trade publications. Publication under a name by-line, coupled with the corporate name, tends to bring immediate favorable attention to both the author and his company.

This "amateur" approach to public relations works equally well in the local press, especially in the smaller cities and towns. However, here a sharp distinction should be made in the writing styles. Obviously, for the consumer-slanted article (for the local press) the aerosol idea should be explained simply, the author working from the idea that his reader will know absolutely nothing about packaging. For the trade press, the author should keep in mind that he is writing for an audience presumably well versed in packaging phraseology.

THE cost of all these public relations activities is negligible — in fact, all are well within the reach of even the most modestly-capitalized aerosol operation. They involve a minimum of expense, most of it the secretary's or typist's time, plus a few hours' thinking or dictating time on the part of the executive.

If the time factor becomes too critical, and funds are available, an aerosol firm's public relations can be put in the hands of a professional public relations counsellor or agency. Many advertising agencies dealing with aerosol firms offer public relations as an adjunct to their regular advertising services. Since most of these public relations departments or sections are staffed by professionals, the general standard of their articles will usually better measure up to the standards set by local and trade press editors. However, it is well to remember that newsworthy items are news no matter how they are written, and will be treated by editors as such.

In weighing the decision about how much to spend on public relations, the novice to the field may be puzzled, for, no matter how effective his pro-

gram, it will be virtually impossible to measure its results in dollars and cents. Since the effectiveness of public relations can be measured only by the state of mind of a very substantial number of people, it will seldom be possible to weigh a successful public relations program in terms of new business or new contacts alone. As authorities in the field repeatedly declare: "Doing nothing at all about public relations is usually far more costly than having a definite program."

In some cases it *is* possible to evaluate the success or failure of any specific public relations effort by asking questions of selected individuals from the group at which the effort is aimed. Also, by constantly analyzing the actions, statements, and attitudes of others toward a company, a continuing audit of opinion can be maintained. But these can be only tentative gestures toward arriving at some kind of measurement, and their accuracy can be questioned. For the normal small aerosol firm, the most accurate estimate of the effectiveness of any endeavor can probably be gotten through casual conversation with customers, friends, suppliers, etc.

The small aerosol company executive, faced with the thought of venturing into this worthwhile but often unknown field of activity, needn't worry about being alone in his dilemna. His fellow executive in the plant next door is in much the same boat.

There are a number of good guides that can be used to help steer public relations activities. Most colleges or universities offer courses (both day and evening) in the field, and also can provide additional information through some professor or public relations man of their own. Two national organizations, the Public Relations Society of America, Inc. (2 West 46th Street, New York) and the American Public Relations Association (1010 Vermont Avenue NW, Washington 5) can offer advice on selection of a public relations agency or counsellor.

And finally, there are the book stores and libraries. A good many of these will have available at least one definitive book on the field, or any of the following can help guide any aerosol executive:

PRACTICAL PUBLIC RELATIONS, by R. F. Harlow and M. M. Black, Harper and Brothers, 40 East 33rd Street, New York 16, N. Y. 1952. $5.00.

PUBLICITY FOR PRESTIGE AND PROFIT, by Howard Stephenson and W. F. Pratzner. McGraw-Hill Book Co., 330 West 42nd Street, New York 36, N. Y. 1953. $4.50.

PUBLIC RELATIONS, by W. A. Nielander and R. W. Miller. The Ronald Press Co., 15 East 26th Street, New York 10, N. Y. 1951. $5.00.

PUBLIC RELATIONS HANDBOOK, edited by Philip Lesly, Prentice-Hall, Inc., Route 9W, Englewood Cliffs, N. J. 1956. $9.

PUBLIC RELATIONS IN MANAGEMENT, by J. H. Wright and B. H. Christian, McGraw-Hill Book Co., 330 West 42nd Street, New York 36, N. Y. 1949. $4.50.

PUBLIC RELATIONS IN THE LOCAL COMMUNITY, by Louis B. Lundborg. Harper & Brothers, 49 East 33rd Street, New York 16, N. Y. 1950. $3.50.

Copies of these publications can be kept in the office to provide guides to the writing of releases, articles, etc. Also, in the case where certain stories or articles are to be aimed directly at one single publication, simple copying of the general editorial style of that periodical will simplify the work of the editor—and make the story that much more acceptable to him.

Though public relations as a special business activity is only about 20 years old, its importance seems to be mushrooming just as fast as the tremendously increasing population. Most old established industries have kept pace with the trend toward giving public relations its proper credit as a major activity.

To compete with these older industries, the lusty aerosol industry needs to take full advantage of this important communication medium with its public, customers, suppliers, and all of its other "publics."★

Shulton To Begin Sesoxane Production

FULL production facilities for "Sesoxane," new synergist for aerosol insecticides, will be completed within a matter of weeks, Shulton, Inc., Clifton, N. J., announced early last month. The material, actually 2-(2-ethoxyethoxy)-ethyl-3,4-methylenedioxyphenyl acetal of acetaldehyde, was discovered early last year by researchers at the USDA experiment station at Beltsville, Md., and was first produced in pilot plant quantities at Shulton's Clifton plant.

Shulton expects to sell up to 25,000 pounds of Sesoxane in 1958, though the plant is geared to make more if the demand exceeds early market estimates. The synergist is used with pyrethrum, allethrin, and cyclethrin, all knockdown agents, and was recently discovered to be highly effective with methoxychlor, a killing agent.

According to Shulton researchers, this synergism with both knockdown and killing agents, may make possible the formulation of a single aerosol product for both flying and crawling insects. Sesoxane-methoxychlor formulations have been found to be effective (by researchers at DuPont) against German cockroaches, black carpet beetles, flour beetles, and other crawling insects, as well as the housefly.

The principal synergists currently being used in aerosol insecticides are piperonyl butoxide (which reportedly accounts for 75% of the market), Sulfoxide, and MGK 264. These chemicals have a total market estimated to be about 800,000 pounds annually.

Sesoxane will be sold for about $6 per pound in lots of 5000 pounds or more, though it is expected that the price will drop as demand and output increase. This compares with $4.50 for the price of piperonyl butoxide in similar lot quantities.

(Continued on Page 72)

Tinkerbell Spray Mist Cologne, in a Peerless aluminum container, is equipped with a VCA valve and is being filled by Old Empire, Newark custom filler.

Rexall Merthiolate, said to be the first pressure-packaged topical antiseptic to be nationally marketed, was introduced March 15 by the Rexall Division of Rexall Drug Co., Los Angeles. Retailing for 98 cents, the product is being filled by G. Barr and Co., Chicago custom filler, in a plastic-coated glass bottle.

Three recent additions to the Fuller Brush line are **Pest Spray, Dog Spray** and **Ful-Scat.** The new products are packaged in Crown "Spra-Tainers" by Mohawk Brush Co., a subsidiary of Fuller Brush.

NEW PRODUCTS AND PACKAGES

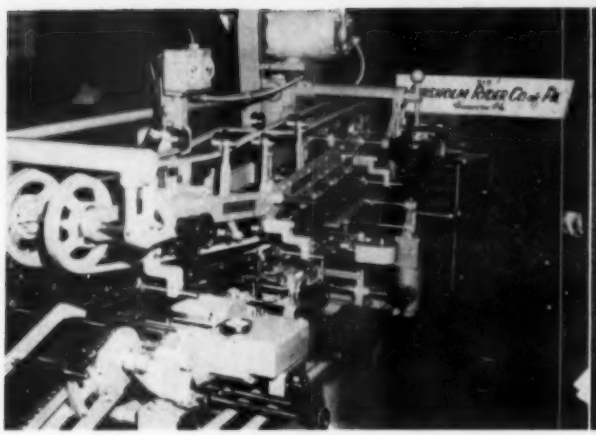
Three **Lucien Lelong** fragrances, Balalaika, Tailspin, and Orguel, are now available in the "Star Purse Mist," a jeweled aerosol dispenser made by Wheaton Plastics. They are equipped with a Risdon metered valve, are filled by Associated Brands, Brooklyn, and retail at $10.

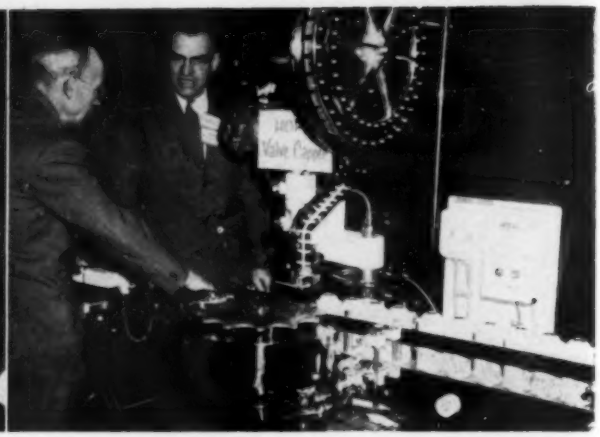
Hazel Bishop's Hair Spray recently came out in a brand-new wrap designed by its advertising agency, Raymond Spector Co., and produced by Donrico, Inc., New York packaging specialist. A striking feature of the new label is the white quilted background.

Dr. West's Push-Button Tooth Paste is the latest in the flurry of toothpaste products to be marketed nationally. Packaged by Connecticut Chemical Research Corp., Bridgeport, it is in a Crown can and is equipped with a Precision valve

Gril-Lite Charcoal Lighter is a new product of Renuzit, Philadelphia, and is an addition to the new company's new aerosol line, which now includes an air refresher and a spot remover. The product has a Precision valve and is filled by Sun-Lac, Newark custom filler.

Yardley Traveller Shaving Foam is the first such product packaged in a small size (two-ounce) aluminum container. Container is by Peerless Tube, valve by Oil Equipment Laboratories, and cap by Colt. Package, attractively lithographed, is 1 and ⅜ inches in diameter.





Packaging Equipment Show Held in Atlantic City

Photo above (left) Chisholm-Ryder's aerosol labeler and (right) Consolidated Packaging Machinery's "HOF" aerosol capper.

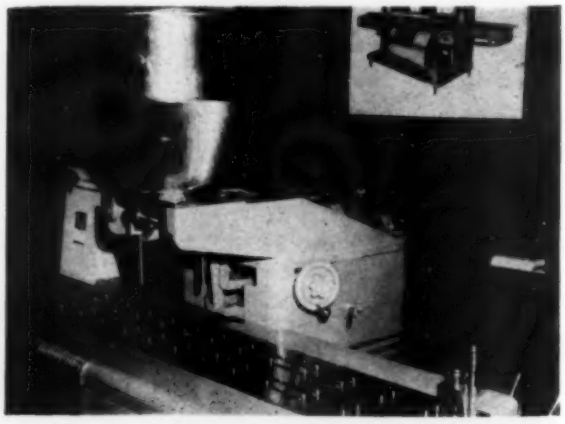
A NEW aerosol pressure charging unit, a new filler, a special capper, and a whole series of coders, labelers, unscramblers, weighers, etc. were shown for the first time March 25-28 at the Packaging Machinery and Materials Exposition in Atlantic City, N. J. Held in the city's huge Convention Hall, this exposition is believed to have been the largest packaging machinery show in history.

The new aerosol pressure-charging unit was unveiled by The Karl Kiefer Machine Co., Gincinnati. Called the "Gas Jet," it was developed especially for Colgate-Palmolive, which asked that Kiefer perfect a unit that could fill 120 12-ounce and 140 six-ounce pressurized shaving cream containers per minute. Kiefer also displayed its "Vari-Visco" filling machine, which is equipped with an automatic feed and discharge conveyor. The "Gas Jet" is said to be also applicable to nitrogen filling.

New double and single spout ingredient fillers were displayed by the Hope Machine Co., Philadelphia. The two-line filler, which is claimed to be lower in price than any similar two-line filler in the industry, is designed to handle liquid, semi-viscous, or viscous products. Filling range of the unit is one-quarter ounce to a gallon, with the filling speed varying from 10 to 60 containers a minute, depending on the product and the size of the container. This two-line filler is called the "Model 15NH2."

A number of other machinery suppliers displayed liquid ingredient fillers. The Weigh Right Automatic Scale Co., Joliet, Ill. showed its "Model A" line. MRM Co., Brooklyn; the Arthur Colton Co., Detroit; and the Elgin Manufacturing Co., Elgin, Ill., all exhibited liquid fillers, most of which can be adapted to aerosol ingredient filling. Stokes & Smith Co., a subsidiary of Food Machinery and Chemical Corp., Philadelphia, exhibited a whole series of automatic and semi-automatic fillers, as well as the "Stokesmatic" cartoner for small containers. The latter unit is equipped with a spotter, a stacker, a feeder, and a corner cutter, all fully automatic.

Another unit designed especially for aerosol application the "Capem line of Consolidated Packaging Machinery Corp., Buffalo. The "Capem H-O-F," was demonstrated in operation inserting aerosol foam valves in a line of food product cans. The machine sorts, feeds, and applies the valves to the containers, all automatically.



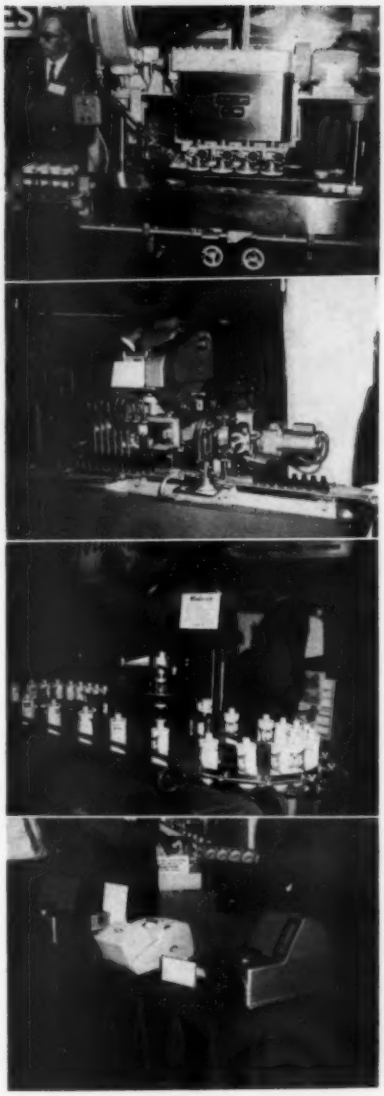
Hope Machinery Company's two line filler. This was one of several similar units at the company's exhibit.

Resina Automatic Machinery Co., Brooklyn, demonstrated a straight line high speed screw capper which could be used to apply overcaps in an aerosol line. Two models, the "RU-120" and the "RU-200" were shown.

LABELING machinery came in for considerable attention at the show. Chisholm-Ryder Co. of Pennsylvania, Hanover, Pa. exhibited its line of "CRCO-New Way" labelers. The "V" models, which are used extensively for aerosol can labeling, and which can be quickly adjusted to accommodate containers of different sizes. All "V Series" models can be equipped with an overhead feed chute to permit one operator to both feed and take off from one position. Also shown was a "Can Marker" for printing the name of the product in series around the body of the container before the label is applied.

Burt Machine Co., Baltimore, displayed a whole series of aerosol can labelers, including its "New Late Model" especially designed for aerosol containers. This latter unit handles either right or left-hand flaps. The company's Model "AU," a similar unit, comes equipped with label width setting, and can height and diameter caliper gauges, to insure easy changeover from one container size to another. In addition to its line of labelers, Burt exhibited its high speed case packers.

A smaller labeler, also applicable for aerosol containers, was shown in operation by Labelette Co., Chicago, and the Standard-Knapp Division of Emhart Mfg. Co., Portland, Conn. demonstrated a heavy duty horizontal labeler, as well as a vertical labeler for glass containers. In the latter, the containers are picked up by side belts, the containers rotate past the glue applicator and then make one complete revolution, picking up the label, to which paste has been applied on the trailing edge. The label is then neatly wrapped around and sealed on itself as the container is carried past the sealing pad onto the discharge conveyor. MRM also exhibited a horizontal and an upright container labeler.



From the top:

Resina's high-speed screw capper.

Arthur Colton's liquid ingredient filler.

Gottscho's coder.

Exact Weight's special weighing devices.

Island Equipment Corp., Long Island City, N. Y., displayed its "Walkie-Pushie" unscrambler enliner feeder, which may be used for bottles, cans, and other type-containers. The adjustable unit, which is said to operate without bumping or scratching of the containers, has a capacity up to 500 per minute (with one or two operators). Also on display at the Island Equipment booth was a twister cleaner, for glass bottles, and some of the company's conveying equipment. Another displayer of conveying equipment was Chain Belt Co., Milwaukee, which exhibited various chain lines plus a handling table that is applicable for aerosol containers.

Adolph Gottscho, Inc., Hillside, N. J. was the only company demonstrating a portable imprinting machine designed specifically for the aerosol line. This unit, called the "Markocoder Portable Imprinter," is motor-driven and can be plugged into any electrical outlet. It incorporates a flexographic printing system and imprints up to 600 units per minute. Gottscho also demonstrated a "Rolacoder" unit that can be attached to conveyor or case-sealer for code dating cases.

Automatic and laboratory net weighing machines also received considerable attention among the exhibits at the show. Exact Weight Scale Co., Columbus, Ohio; Hi-Speed Checkweigher Co., Inc., Ithaca, N. Y.; and Food Machinery and Chemical Corp. all demonstrated precision weighing equipment. Exact Weight exhibited a whole series of "Shadograph" scales and basic weight classifiers, many of them particularly applicable for quality control and laboratory study of aerosol packaging. One model, the "UAB-9061," which is designed for predetermined weighing only, has a sensitivity of one milligram and there are other models ranging from 50 grams to three pounds in capacity.

•

Airco Appoints R. C. Burnham

Air Reduction Chemical Co., a division of Air Reduction Co., New York has announced the appointment of Robert C. Burnham to the post of plant engineer at its Calvert City, Kentucky, works.

•

Evans Adds to Staff

Evans Research and Development Corp., New York, last month announced the addition of three chemists to its laboratory staff. The three new members of the technical staff are John H. Seiler, Jr., Irving Touval, and Agnes Wechsler.

AEROSOL

PACKAGING

can start sales rocketing– for you!

And here's how General Chemical can help you get your new aerosol ideas off the ground.

You've seen many aerosol products "take off" on a sales curve that shoots straight up. You've seen total aerosol sales increase over 30% *per year* since 1951 . . . to 320 million units in 1956. Perhaps you'd like to know more about the aerosol market and its potential. As a leading supplier of aerosol propellants–the "Genetrons"–General Chemical will be glad to provide extensive market information . . . and help you in other ways as well.

For example–if you are interested in marketing a new aerosol, General Chemical can tell you about promising new aerosol formulations developed in our laboratories . . . and can assist in the development of *your own* new aerosol formulation.

You may want to know about contract fillers and how they work. General Chemical can tell you about reliable contract fillers in all parts of the country who are equipped to handle production of test market *and* commercial quantities–relieving you of any need to invest in special equipment or personnel.

Interested? Call or write "Genetron" Department, General Chemical Division, Allied Chemical & Dye Corporation, 40 Rector Street, New York 6, N. Y.

genetron® aerosol propellants

GENERAL CHEMICAL DIVISION
40 Rector Street, New York 6, New York

Allied Chemical

First of a Bi-monthly series on pressurized packaging in Great Britain and Eire

Aerosols in Great Britain

By A. Herzka, B.Sc., A.R.I.C.

The Metal Box Co., Ltd.
London, W.3, England

THE standard of the talks at the Pressure Packaging Discussion Panel of the Institute of Packaging, after a somewhat shaky start, has improved considerably in the last few months. At the panel's January meeting, Mr. K. Dixon, B.Sc., of Cooper, McDougall & Robertson Ltd., demonstrated his method of determining spray patterns from pressurized packs. It appears to be superior to the method proposed by Root in the United States. The spray from the dispensers is directed on to a glass slide, coated with a thin layer of finely divided magnesium oxide, and the resultant pattern is printed directly on photographic paper. In this way an accurate record of the spray pattern can be kept without the need to use different dyes for recording the pattern from oily or alcoholic sprays. A full description of Mr. Dixon's method is due to be published soon.

At the February meeting, the audience was treated to a discourse on the laboratory testing of components and materials given by H. R. Hearn, M. A. of the Metal Box Co., research department. Mr. Hearn discussed the necessity for early and judicious planning of the storage and shelf tests which precede marketing, in order to derive the maximum benefit and information from the results. Mr. Hearn also dwelt on the mechanism of corrosion of tinplate and outlined the difference between alkaline and acid products. The former generally remove the tin but do not attack the base metal. This phenomenon, known as "detinning," is found when packing shaving creams in plain dispensers. There is no danger of perforation in such cases but the discoloration by the dissolved tin is often undesirable.

With acids the situation is more complex. If oxygen is present (for instance, in a dispenser filled by injection but improperly purged of air), then the tin may become cathodic and the minute areas of exposed iron will be attacked. As the area of cathodic tin is large, and that of the anodic iron rather small, a very intense attack on the bare metal, which may lead to perforation results. Anaerobic conditions are more usual, in which case the anodic tin is attacked and the cathodic steel base is protected. After all the tin is dissolved, there may be a reversal of polarity leading to an attack on the iron. In most cases, however, the dissolved tin acts as a powerful corrosion inhibitor.

Mr. Hearn stressed the fact that lacquers were first developed to protect the contents from the can, as is the case with certain highly colored fruits which are liable to be bleached by small amounts of dissolved tin salts when packed in unlacquered tinplate dispensers. Minute discontinuities in the lacquer film are likely to occur, with resultant contact between the corrosive product and small areas of tin and steel. The small amount of tin which will be dissolved in these circumstances is unlikely to have any corrosion-inhibiting effects, and very severe attack on the base plate will result at those points.

Mr. Hearn also referred to the fact that a number of products are known to leak through the double seams to such an extent that paper labels are liable to be stained. The only remedy for such an occurrence is the use of decorated dispensers. Polythene dispensers should be regarded with suspicion, continued Mr. Hearn, because of their permeability not only to essential oils, etc. but also the hydrocarbons and to fluorinated propellants. In a reference to food products, he expressed the thought that too little emphasis had been placed on the bacteriological hazards involved and on the sterilization procedures required to give a satisfactory shelf life.

In his recent challenging lecture to the Society of Cosmetic Chemists of Great Britain, W. C. Botfield, chief perfumer of W. J. Bush & Co. Ltd. devoted some of his time to the problems of perfuming for pressurized packs. He suggested that the best method of evaluating the fragrance consists of spraying lightly from the pressurized pack on to a filter paper and to compare the odor on the filter paper with the odor obtained by spraying the product into the atmosphere (or on to the surface for which it is destined in its ultimate use). According to Mr. Botfield, the irritation of the skin and mucous membrane sometimes experienced is not necessarily caused by perfume ingredients, but rather by the product itself. It is interesting to record that Mr. Botfield was probably the first

(*Continued on Page* 70)

Right: The presiding officers of the IAA are (left to right) Emil Hirschburger, (Aerosol Service), treasurer of the IAA; G. M. Mayer, (Precision Valve International), president; and Dr. E. J. Honisch, (Aeratom), vice-president. Below: Members of the association listening to a simultaneous translation system.

International Aerosol Association Holds First Meeting in Zurich

THE first convention of the newly-formed International Aerosol Association held in Zurich, Switzerland, March 17 and 18, proved to be a well attended and highly successful gathering conducted in an atmosphere of good feeling and amiable collaboration which promises well for organization of the European aerosol industry. In his address of welcome, Gerald M. Mayer, IAA president, noted the presence at the meeting of Friedrich H. Hans and M. Horde. Mr. Hans, of Pegasus International Corp., Frankfurt, has been active in the organization of an aerosol association in Germany (a meeting being planned for April 16th in Frankfurt) while Mr. Horde represented a French group reported to be considering formation of its own national aerosol association.

Mr. Mayer indicated that it is a prime purpose of the International Aerosol Association "to work out ways and means of bringing about collaboration among all aerosol groups in the best interests of all members of the industry." He reported receipt of a communication from the manager of the Frankfurt group who stated that their organization also feels that close collaboration is most desirable. "The task we have set for ourselves from the beginning," said Mr. Mayer, "*was* and *is* to found an association in which all facets of the industry will be fairly represented. No one branch of the industry may project itself as a dominating factor, since this would result in resentment on the part of others."

Mr. Mayer reported that CSMA is watching with interest developments in the idea of new associations in the aerosol field, and is sending an official observer to Europe (Fred Lodes) to check on what is happening and to report back to the board of governors of the CSMA. Mr. Mayer predicted "close team-work between the European and the American aerosol industry."

Concerning the purposes and the organizational plan for the IAA, Mr. Mayer said that the by-laws of the new group have been modeled after those of the Chemical Specialties Manufacturers Association in the U. S. "We felt that we could not be better served than to utilize the experience of the CSMA in this field." As for the immediate program of activities, he suggested that perhaps for the time being the group should adopt the following objectives, leaving a more ambitious program until such time as facilities and finances would permit of its being carried out.

a. the manufacture of better products.
b. the general recognition of prescribed qualities and standards.
c. advising the authorities in the preparation of directives concerning aerosols.

•

Heinz Prast, of J. A. Schmalbach, AG (Braunschweig, Germany) and Dr. Benzinger, of Ges. Feinbleckpack. (Dusseldorf, Germany) in a lighter moment at the IAA meeting.

Yrjo Talvitie, Berner Oy (Helsinki, Finland), Ernest Eichler, Sanitas (Lisbon, Portugal), Dr. Honisch and G. M. Mayer, IAA vice-president and president.

IN HIS address, Dr. E. J. Honisch, IAA vice-president, emphasized the importance of raising the general standard of quality of aerosol products. So far, he suggested, the buying public has been rather patient whenever available aerosols did not meet the most rigid quality requirements. As the aerosol idea becomes more popular, however, and aerosols become more widely used on the European scene, the buying public, he suggested, will criticize more readily. Therefore, he stated "It can only be to our mutual interest if the standard of our products can be made the highest possible — and this can be achieved only by our common efforts."

Discussing the role of the association in regulations or legislative restrictions that have been or may be imposed on the aerosol package, he emphasized that such regulations and requirements will very shortly become international in scope. If a restriction is set up in one country, for instance, it will shortly be picked up by authorities in other countries and be reissued in the same or perhaps even *more severe* terms. It is in such fields as this, he indicated, that an international aerosol association would be able to play an important part in contacting the authorities of the countries in question. An organization like the International Aerosol Association would logically be accepted as an objective and neutral organization, and the authorities involved would be more readily inclined to accept proposals of the IAA than those of individual aerosol manufacturers or packagers.

Dr. Honisch cast an affirmative vote for a program of joint cooperative research. "It seems absolutely impractical to me," he said, "that each country does its own research work. We should rather try to join our efforts — all the more when we consider the high financial expenditures. As soon as our financial situation will permit, we shall create an

EXECUTIVE COMMITTEE:

G. M. Mayer, President, (President Precision Valve International SA, Zurich/Switzerland)
Dr. E. J. Honisch, Vice-President (President Aeratom Ltd., Rapperswil/Switzerland)
E. Hirschburger, Treasurer (Aerosol Service Riehen/Switzerland)
Benelux Countries: Dr. P. H. Witjens (Polak & Schwarz NV, Zaandam/Holland)
France: Paul Appell, (Société Poitevine de Conditionnement, Paris/France)
England: Mr. Dawson (Swallowfield Aerosols Ltd. Somerset/Wellington England)
Italy: Mr. Ramella (Solfrene SA, Corsico/Milan/Italy)
Scandinavia: Mr. Talvitie (Berner OY, Helsinki/Finland)
Germany: (no nomination) The proposal was made to leave this choice to the executive committee of the Frankfurt/Germany group who will meet on April 16, in Frankfurt/Main Germany.

TECHNICAL COMMITTEE:

1) Boehringer Sohn, Ingelheim/Germany
represented by: Dr. Meuresch
2) Skandinaviska Aerosol AB, Stockholm/Sweden
represented by: Dr. Wahlin
3) H. Desjonquères, Paris/France
represented by: M. Hordé
4) Safea SA, Paris/France
represented by: Mr. Brown de Colstoun
5) Metal Box Company Ltd., London/England
represented by: Reginald Taggart
6) Bombrini Parodi-Delfino SA, Rome/Italy
represented by: Count Scribani-Rossi
7) Precision Valve International SA, Zurich/Switzerland
represented by: William G. Delmore
8) Vereinigte Deutsche Metallwerke, Nurnberg/Germany
represented by: Mr. Kohl (was not in attendance at the meeting, and is conditional in his acceptance.)
9) Open (for propellant manufacturers)

It was decided that the *firms* and *not* their representatives form the Technical Committee and that they are entitled to delegate the individual named or any other representative of their firm.

PROPAGANDA COMMITTEE:

Mr. Harry Holm, (Aerosol Fylling AB, Oslo/Norway)
Dr. Tom C. Clark, (Druk Pak Ltd., Zurich/Switzerland)
An individual to be named by the Frankfurt/Germany group at their meeting scheduled for April 16.

R. M. Classen, L. Givaudan & Cie (Vernier, Switzerland) and Dr. Meurisch, Ch. H. Boehringer Sohn, (Ingelheim, Germany).

objective and unbiased aerosol research center in IAA, whose task would be to improve and further aerosol developments and which would inform and sustain all members."

Dr. Honisch noted that so far very few contributions have been made to aerosol developments by Europeans — the aerosol idea itself and much of its technical development having had their origin in the United States. Today's aerosol containers, plastic-coated bottles, etc. were all invented there, he pointed out. Aerosol valves are based on American ideas, the propellant is an American invention and practically all of the products on the market today (such as insecticides, shaving lather, hair lacquer, room deodorants and so on) are exclusively American developments.

Europe, he believes, will also shortly be in a position to make its own creative contributions to the industry. "I am quite positive that all these indeavors could be more easily attained," he said, "if all European aerosol interests would get together to begin successful collaboration."

EMIL HIRSCHBURGER, treasurer of I.A.A., in his address offered some of the ideas of the founders of the organization as to the mechanics of setting up and operating the new group. He suggested that large countries like England, France, Germany and Italy having extensive aerosol industries may wish to organize their own national sections. Aerosol firms in other European countries would not have need of such local sectional groups, but could participate as direct members of I.A.A. He indicated that the association would probably have one general meeting each year —and that this meeting would probably be held every year in a different country.

He suggested an expansion of the original executive committee, enlarging the membership from three to eight members, and this proposal was acted upon favorably.

Subsequently, action was taken on association dues, the decision being to set dues at 30 Swiss francs per month.

Referring to the responsibilities of the propaganda committee, he observed that it will be most important for this committee to secure the cooperation of prominent specialists in various branches of the aerosol field to write articles on their particular activities (which would then be published widely in all magazines interested in the aerosol business). "It should be possible," he said, "to have two articles at hand monthly which should be written on a professional basis. He stressed the importance of avoiding polemics and partiality to any particular supplier in the publicity work which this committee will undertake.

Final speaker on the program was W. G. Delmore of Precision Valve International S. A., Zurich, Switzerland, who outlined some of the new technical developments in the aerosol industry in the United States—with particular reference to nitrogen propelled aerosols. Mr. Delmore emphasized that in the States the aerosol

(*Turn to Page* 68)

M. Rubio, Preval SA (Barcelona, Spain), Dr. Pedro Junyent, INIBSA (Barcelona), Count R. Scribani-Rossi, Bombrini Parodi-Delfino (Rome, Italy), and F. Schmutz, Aerosol Service AG (Riehnen, Switzerland).

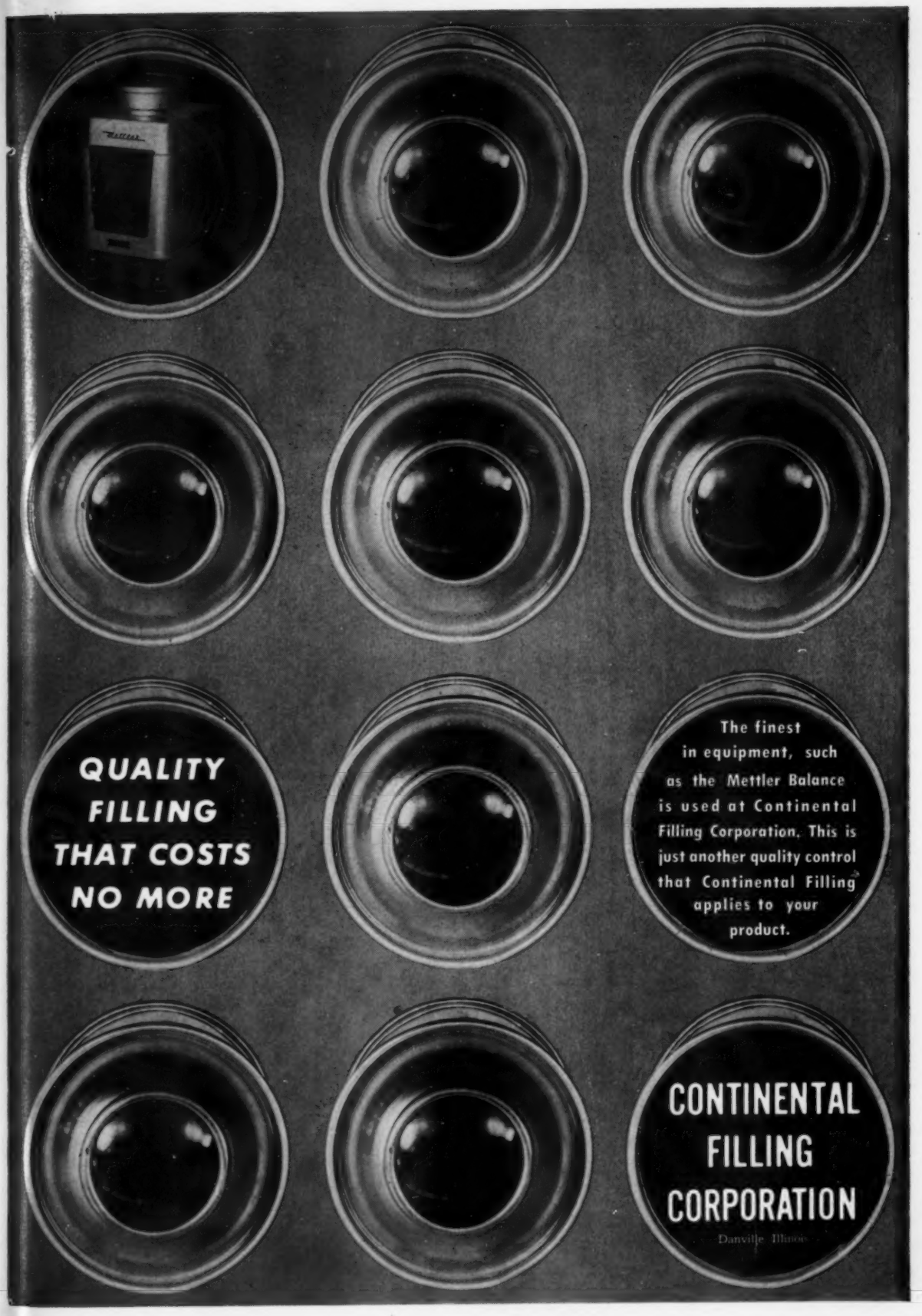
Two views of the assembled delegates to the convention. Included are representatives of all the Western European countries, plus one delegate from Brazil.

"THE MAGIC BUTTON"

Television stations all over the country are showing a new film on aerosols these days. Titled "The Magic Button," the film portrays the adventures of a young boy well-equipped with aerosol cans, who teaches a small town how to use them.

As of this date, the film has had free television showings in California, Iowa, West Virginia, Florida, South Carolina, Tennessee, Texas, Indiana, Illinois, and a number of other states. It was made by the Aerosol Division of the CSMA to promote the aerosol to the U. S. consumer public.

The photographs at right were taken during the filming of the picture. They show part of the crew that was necessary to complete the film.


QUALITY FILLING THAT COSTS NO MORE
The finest in equipment, such as the Mettler Balance is used at Continental Filling Corporation. This is just another quality control that Continental Filling applies to your product.
CONTINENTAL FILLING CORPORATION
Danville Illinois

American Perfumers Symposium

Marton Charges Cosmetic Bases Contain Malodorous Defects

MOST chemicals used in cosmetic bases are unnecessarily afflicted with harmful by-odors, charged Dr. Oliver L. Marton, of Shulton, Inc., in an address before the fourth annual symposium of the American Society of Perfumers, held March 20 in New York. Dr. Marton said that this contamination by odor is apt to seriously distort the odor of perfumes used with the cosmetic product.

Because of this major shortcoming, he pointed out, the final odor creation must of necessity be a compromise, and much of the perfume in the product must be used in overcoming the olfactory defects in raw materials. "To this date strict olfactory control of cosmetic raw materials is virtually non-existent."

The blame lies, Dr. Marton declared, with the cosmetic industry itself, for both using these inferior materials and for not bringing the defects to the attention of the manufacturer. The principal shortcoming has been generally insufficient consultation between the cosmetic chemist and the perfumer. In correcting any given shortcoming, he said, the base material manufacturer has been very cooperative when approached by the base material user.

Despite the fact that the perfume "makes or breaks" the sale of any given product, the Shulton researcher pointed out, in the case of base material procurement the perfumer is immediately put at a tremendous advantage by material impurities. He is called on to do a blind perfuming job, that is, to perfume a finished formula base with no foreknowledge of impurity odors in the base materials of the formulation.

Dr. Paul G. I. Lauffer, of the Northam Warren Corp., in a paper titled "Perfumes as Cosmetic Materials," declared that, though the perfumer will be given the task of producing a cosmetic compound of the requisite fragance and compatibilities, the cosmetic chemist must have final responsibility for determining how the perfume oil and all the other ingredients can best be compounded. "He may consult such specialists as perfumers, dermatologists, and many others in determining the excellence of his product, but he must have at least a general concept of all the hurdles it must surmount before it is ready for the market."

FRAZER V. SINCLAIR, publisher of *Beauty Fashion* Magazine, reported on a merchandising study made by the staff of his periodical. He revealed that, of 1200 cosmetic and toiletry products introduced within the past ten years, over 1000 did not last five years (or did not become commercially important.) As principal reasons for so many failures, he listed the following:

1. Products that were imitations or duplications of other successful ones.
2. "Gimmicks" that flopped.
3. Generally bad quality.
4. Lack of product personality.
5. Overpromise on performance.
6. A product completely alien to the established product line of a particular company.
7. Dispensing failure.
8. Market inexperience.
9. Christmas and seasonal gifts.
10. Short - run promotional type products.

"The influence of the package on the fragrance can be of major consequence to the ultimate odor of the product," declared Christian F. Wight, of van Ameringen-Haebler, Inc. He reported that competitive demand had resulted in considerable pressure for cheaper, more attractive containers. "However, because the knowledge of container materials has not been assimilated and distributed, perfumers tend to approach the problems presented by each container individually."

As the principal advantages for the aerosol container, Mr. Wight said that it offers solutions for three of the major problems faced by the perfumer: effects of light, oxygen, and evaporation on his product. However, he declared, the closed container will permit malodors to build up, particularly if sufficient care isn't taken with all of the components that make up the package.

"Advertising, by the way of Madison Avenue, has succeeded in making the U.S. *bad* odor conscious, but hasn't done enough toward making it *good odor* conscious, declared Pierre Bouillette, of the Givaudan Corp. The American consumer has not been sold on the values of perfume, he said. He deplored ineffective perfume advertisements, and said the beauty, luxury, fashion, and glamour of perfume should be stressed.

Ernest Shiftan, vice-president, of van Ameringen - Haebler, cautioned perfumers about over use of blotters for accurately predicting the effects of any particular scent. "The skin is far different chemically than any blotter paper," he said, "and this difference can have important bearing on the success of any perfume."

Mr. Shiftan made a major distinction between "strength" and "diffusion" of any perfume. He pointed out that great diffusion can give the impression of great strength.

The structure of perfume was the subject of a paper by Walter Lengsfelder, president of Fleuroma, who distinguished sharply between pleasant odors and perfumes. As the main phases of any perfume he listed top note, base, and fixation, but pointed out that these do not have to be equal in strength or volume.

Everett D. Kilmer, of Lever Brothers Co., defined what makes up the perfumer's originality.★

AEROSOLS in review

A REPORT on recent developments in aerosol toothpastes is included in the March issue of *Packaging Parade*. The article, titled "Toothpaste Goes to Aerosols," terms the marketing race to put pressurized toothpastes on the market as "feverish," and ventures an opinion that developmental work on pressurized toothpastes may have been considerably hastened by the introduction of Bristol-Myers' "Ipana" squeeze bottle last year.

"Since nitrogen is the propellant, a much smaller quantity is used than with other propellants. There is less than one gram in a single package, compared with 120 grams in the typical hair spray."

The article quotes Douglas Atlas, vice-president of G. Barr & Co., (Chicago custom filler currently packaging "Gleem") as warning about the importance of careful positioning of the valve on a nitrogen product: "It's very seldom that you can educate the consumer to use a nitrogen-propelled aerosol straight up and down, as it usually should be. He'll almost always tilt it. Now, when the can is almost empty, if he tilts it the bottom of the dip tube will be in the gas and not the product. It's for this reason that the dip tube is curved. When we put on the valve, therefore, we carefully position it in the direction of the dip tube curvature. The same is true of the actuator. This is one of the most important factors in controlling amount of wastage in aerosols."

•

VALVE malfunction, the major cause of consumer dissatisfaction with aerosols, is the subject of an excellent article by John H. Briston in the February issue of the British trade publication *Packaging*. Third in a series, the February article discusses both valves in general and also the English custom filling situation.

According to Mr. Briston, some of the principal causes of valve malfunction are:

"1. If a siphon tube is fitted, the contents of the aerosol may cause splitting or swelling of the tube. This may eventually lead to its separation from the valve stem and a normal upright operation of the valve would then give vapor only.

"2. Metal components of the valve are liable to attack by any corrosive compounds present in the formulation. Apart from possible blockage of the valve by corrosion products there is also the danger of degradation of certain of the active ingredients. In pharmaceutical preparations, for example, the existence of metal parts should be avoided wherever possible. If metallic components are necessary, then stainless steel should be used.

"3. Certain organic solvents, particularly chlorinated hydrocarbons, cause swelling of natural and some synthetic rubbers. These elastomers are very often used as sealing gaskets in aerosol valves and appreciable swelling can lead to jamming of the valve. This phenomenon may also result from use of methylene chloride as a replacement for propellant 11. Synthetic rubbers have been developed which are resistant to both methylene chloride and related products, however, and these should be used wherever it is known to be necessary.

"4. The various plastics used in aerosol valves are normally considered to be inert, but this is not completely true. Polythene—the material most often used in the manufacture of spray buttons—is affected by many organic solvents, including xylene and kerosene, which are the commonest solvents for insecticides. If the buttons are only a moderate fit on the valve stem, then continued passage of liquid through the button, coupled with the effect of vapour trapped by the dust cap between actuations, will lead to swelling of the button and consequent looseness on the stem. The effect is more noticeable at higher temperatures. Other plastic components may also be affected by various products, and checks must always be made under normal operating conditions. The combination of even slight chemical attack — causing for example, softening — and mechanical stresses within the valve—may lead to distortion of the vital part.

"5. The formation of a precipitate in the concentrate may lead to clogging of the valve and the addition of co-solvents must be considered in order to minimize the possibility of precipitation.

"6. Similar to the above is the formation of residual deposits on the sealing surfaces of a valve due to evaporation. The results in this case would be first a bad cut-off and then permanent leakage. The effect is likely to be more noticeable when dealing with solutions that are close to their precipitation point. The use of a more efficient solvent should then be investigated.

"7. Certain products, notably paints, paint removers, etc., tend to form dried out deposits within the external passages of the valve. Valves for these products, therefore, should be designed for easy cleaning."

Turning to the somewhat more unique problem of powder valves,

the author declares that "Valve failure may occur either through blocking or by leakage due to bad cutoff. The former will obviously be influenced by caking of the powder and this can be avoided to a great extent by attention to the formulation. If the specific gravities of the propellant mixture and of the powder are very close, then sedimentation or flotation on standing may be greatly minimized and a final dispersion easily obtained by slight shaking before use.

"Slight solubility of the powder in the propellant may also cause trouble, owing to the possibility of particle size increase by crystal growth which can occur on standing. The size and shape of the particles are both important, although the permissible upper size limits depend to a great extent on the valve orifice sizes. Needle shaped crystals should be avoided and the ideal shape would be spherical."

According to Mr. Briston, the major deterrent in Britain to a wider expansion of the market for aerosol pharmaceuticals and perfumes is the development of a suitable metering valve. "Tied to the growth of pharmaceuticals and cosmetics is the use of glass bottles and plastic containers, so that we may expect to see a substantial increase in the sale of non-metallic containers. This will in turn open up the way for the packaging of products formerly considered to be too corrosive."

•

A DISCUSSION of some of the problems of nitrogen filling is the principal article in the March issue of *Pressure Gauge*, a periodically published newsletter issued by Aerosol Techniques, Inc., Bridgeport custom filler. It points out that the majority opinion is that it is essential to dispense an aerosol toothpaste at the same viscosity at which it is delivered from a conventional tube.

"One of the particular limitations of products of high viscosity—such as toothpaste, brushless shaving creams, and other creams—has been the occurrence of cavitation, the bubbling or vortexing of the nitrogen through the bulk and its escape before the product is exhausted. This is due to the adhesion of the bulk in the container to the internal walls, causing a hammock-like effect. To overcome this limitation without appreciably changing the viscosity, and thus insuring maximum evacuation of the product, Aerosol Techniques' laboratory has devised a method (for which patent application has been made) of lubricating the internal container and dip tube to minimize friction and adhesion of the bulk to the internal walls of the container and dip tube."

"We have found that this process assists in solving the problem of corrosion in containers where there is a single lacquer lining and where the product might cause corrosion.

•

CORROSION problems in Aerosol containers are discussed in some detail in the February issue of *American Perfumer*. Jack Pickthall, writing in his monthly column "Aeroscripts," quotes from an important paper presented before a meeting of the British Institute of Packaging's Pressure Packaging Discussion Group, by P. P. Hopf of Messrs. A. Boake, Roberts Co. Ltd.

As high points from Mr. Hopf's talk, Mr. Pickthall cites the following:

"The halogenated propellant is sensitive to water particularly in the presence of traces of aluminum or iron. The reaction is autocatalytic, i.e. once set-up, the hydrochloric acid formed will induce further break down. It therefore needs stabilization, i.e. something to mop up the hydrochloric acid as fast as it is formed, which is the function of the epoxidized oil used in the containers. The hydrochloric acid can have the following effect:

"(a) If the container is iron it can cause rusting. If it is aluminum there is a risk of explosion or rapid deterioration. In the case of aluminum, the chlorinated solvent alone can react violently, as is well known, and pitting can be caused by salts as well as acids.

(*Continued on Page* 71)

Pressure Packaging Overseas

THE International Aerosol Association (IAA) held its first organizing and industry meeting in Zurich, Switzerland, on March 17 and 18, with some 85 in attendance, representing 75 firms located in 14 European and one overseas country (Brazil). It was a truly representative industry meeting, the individual companies covering valves, filling equipment, propellants, containers, chemicals, perfume essences, and contract as well as captive loaders from practically all product classifications.

The meeting took place in a conference room (of Zurich's Congress House) which was attractively decorated with a flag display of all European countries. Translators furnished a simultaneous translation of the proceedings, three languages: English, German and French being used. Headphones were provided each participant. Predominantly, German was spoken, but the chairman, Mr. Mayer, conducted the meeting in English. On both days, luncheon was served in an adjoining room and on the second day, at a coffee break, new U. S. imported nitrogen packaged coffee and chocolate were provided.

The IAA was originally formed on last September 18, the founders being Gerald M. Mayer, of Precision Valve International, Dr. Egon J. Honisch, of Aeratom Inc. and Emil Hirschburger, of Aerosol Service Inc., a contract loader. The group's original announcement, issued last fall, merely advised about the formation of the corporate structure, indicating that their first meeting would be held in early Spring of 1958.

A group in Frankfort, Germany, has also been active in the organization of a similar association. There has been some doubt, incidentally, as to whether these were rival or coordinating associations, but the only apparent difference between them seems to be the scope of their membership coverage; their purposes, goals and aims being identical. Although this point has now had some clarification — the Frankfort group intends to confine itself to Europe while the Swiss group wants to be international — there are still a number of unresolved issues. The Frankfort group will hold its second meeting on April 16, after which the lines may be more clearly drawn.

MR. MAYER opened the meeting as temporary chairman, welcoming the guests and outlining the procedure which would be followed. In voting, each firm or company would have one vote. Mr. Mayer introduced Mr. Hans of the Pegasus Corp., secretary of the Frankfort group, and he gave a short report on their activities and the specific plans for the April 16 meeting. Later, Mr. Mayer introduced Mr. Hordé of the firm Desjonquères in Paris, secretary of a prospective French aerosol industry association.

By Dr. Tom C. Clark
Druk-Pak Ltd.

Mr. Honisch then outlined the general purposes and objectives of IAA which, in all respects, conform with those of the CSMA. He stated that European aerosols were in all respects copies of the U. S. products, practices, filling methods, etc., and it is now time for Europe — its industry having come of age—to strike out for itself, one of the principal desires of the IAA being to establish a close working relation with the U. S. industry through contact with the CSMA.

Mr. Hirschburger next spoke about the organization of IAA, the scope of its membership, committees, office arrangements, staff, etc. He envisaged a membership consisting of association representatives from those countries which have their own national aerosol industry associations, and either company representatives from those smaller countries without such associations or sectional representation from a group of homogeneous countries such as the Benelux and Scandinavia. Later discussion developed that for one reason or another, most of the companies in the individual European countries do not seem to desire to form local or national organizations, but prefer to be represented directly in an international or European association. Thus, the original idea of the Swiss group, first advanced at Frankfort last November and again repeated at the beginning of the Zurich meeting, that they would act as a "holding company" for independent national or regional aerosol associations, apparently found little support.

In the end, except for the Frankfort group, all membership seems to be on a company basis, regardless of country. The relationship with the Frankfort group remains to be worked out and many of its member companies are also—it is assumed—members of IAA. As membership on the IAA Executive Committee is by

(*Turn to Page 69*)

van Ameringen-Haebler, Inc.

NEWS of Pressure Packaging

Webster Joins Ohio Chem.

Ohio Chemical & Surgical Equipment Co., Madison, Wisc., has announced the appointment of Robert C. Webster as director of its newly-created customer service laboratory. Ohio Chemical is a division of Air Reduction Co. The function of the laboratory will be to conduct research on pressurized packaging (utilizing nitrous oxide, nitrogen, argon and carbon dioxide as propellants) of food and other products.

Mr. Webster was formerly manager of the Pressurized Food Division of Western Filling Corp., Los Angeles, and previously was associated with Continental Can Co. and National Canners Association Laboratories. He holds B.S. and M.S. degrees in food technology from the University of Massachusetts and has done graduate work involving thermal resistance studies on bacteria and enzymes. He has also written several technical papers, recently published, on the development of pressurized packaging of foods.

•

Factor to Build New Plant

Max Factor & Co., Los Angeles, recently purchased a 13-acre site at Hawthorne, California, on which will be built the company's major cosmetic manufacturing plant and warehousing facilities for Southern California. Located in the newly-developed Hollypark Industrial Center, the new one-story building will be 250,000 square feet.

•

Colorite Forms New Firm

Colorite Plastics of New Jersey Inc., Paterson, N. J. producers of stress-crack resistant white aerosol dip tubing, has announced the formation of Action Plastics Inc. The new firm will be housed in the new 12,000 square foot plant wing which is now nearing competion, and will be headed by Peter Seckel.

The plant will have the most modern extrusion and winding equipment, and will also be integrated for compounding plastics. 60,000 pound plasticiser tanks will be installed.

Action Plastics will specialize in dip tubing for aerosol and squeeze bottles, and is also now producing capillary tubing for drop-by-drop dispensing. A new take-off machine is available to valve manufacturers for paying off tubing into automatic staking machinery.

•

Peerless Names Ad Agency

Peerless Tube Company, Bloomfield, N. J., has appointed Paul Klemtner & Company, Inc., Newark, N. J., to handle its advertising. Peerless is a leading supplier of aluminum aerosol containers to the pharmaceutical, cosmetic and related industries.

Lodes to Go to Europe

Frederick G. Lodes, president of Lodes Aerosol Consultants, Inc., New York, will leave for Europe early this month to act as CSMA observer of trade development in Europe. His itinerary, announced last month, is as follows: Paris, France April 14-16, Hotel Meurice; Zurich, Switzerland, April 20-22, Hotel Baur au Lac; Frankfurt, Germany, April 23-24, Frankfurter-Hof.

He will also visit other cities in Europe to discuss recent aerosol developments. Upon completion of his trip he will report his observations to the CSMA Board of Governors for their action. The board is expected to recommend a course of cooperative action between the CSMA and European associations with similar interests.

European Group Announces April 16 Meeting

THE second formal meeting of the group of German aerosol firms seeking to set up a European aerosol association will be held in Frankfurt on April 16. The group, which held its first meeting last October (reported in *Aerosol Age* Dec. '57), is expected to iron out the details of its formal organizational rules, to elect officers, and to hold technical talks at the April meeting. An official name for the association has not yet been decided upon.

According to preliminary plans, the new association expects to elect a managing commission of from five to seven members, plus several subcommittees to act on particular organizational problems. Present plans call for the organization to be at least German-oriented, with German aerosol marketers, component and raw material suppliers, filling equipment makers, and contract fillers to be accepted as "charter" members. Those from countries bordering on Germany will be given "associate" membership privileges. The group's preliminary bulletin, issued early last month, points out that this arrangement is not binding, but is made necessary because all of the proceedings will be carried on (and later printed) in the German language. In its list of companies expressing interest in becoming members of the organization, the bulletin lists firms from other Germanic speaking countries: Switzerland, Austria, Denmark, and, of course, Germany.

Though a membership fee is yet to be decided upon by a formal meeting of all the members, the pre-meeting bulletin suggests a monthly fee of 30 to 50 Deutchmarks ($8 to $13). A program slate for the meeting is to be distributed sometime early in April.

NEW BREAK-UP VALVE OFFERS SPRAY HEAD FOR QUICK, POSITIVE

LIGHTER, WIDER Newman-Green pattern gives best operation. Such efficient dispersement increases customer acceptance for your aerosol products.

Pharmaceutical Developer Forms New Firm

A NEW company has been formed to package and market the "Nebu-Halent," a new aerosol pharmaceutical device hitherto used principally for asthmatic patients (*Aerosol Age* Nov. '57 p. 62 and Dec. '57, P. 62). The new company, named Thomas J. Mahon, Inc., is headed by Thomas J. Mahon, founder and former president of Homemaker's Products, Inc., which he recently sold to Sterling Drug Co., New York. As a result of the sale, Sterling acquired Homemaker's "Diaparene" line of baby products, but Mr. Mahon retained control of "Nebu-Halent."

As part of a new promotional campaign for the "Nebu-Halent," Mr. Mahon is offering druggists the opportunity to obtain free units of the aerosol and refill cartridges to be given to physicians in their areas. The offer is designed to introduce doctors to the merits of the "Nebu-Halent," with the neighborhood pharmacist serving as the demonstrator of the product.

First, the pharmacist decides which physicians in his neighborhood would be interested in learning about the aerosol. Then he puts the name and address of each doctor on one of the Mahon company labels, and sends the labels to the company. The company then sends a nebulizer, marked "For demonstration use by the physician" to each druggist, using the pharmacists' own label. Finally, the company writes a letter to each doctor telling him that a sample will soon be waiting for him at the pharmacy, and when it does arrive, the druggist informs the doctor by phone or letter that the sample is waiting for him.

According to Mr. Mahon, an important provision of the offer is that the druggist must himself demonstrate the nebulizer to the physician —since it will be important for the doctor to show the broncho-pulmonary patient the proper breathing technique in order that he get full advantage of the new device. The patient must be taught to hold his breath for a second or two after breathing in the medication, and then swallow. In this way he avoids breathing out the lighter-than-air particles of medication before they reach the bronchial area.

Samples of "Nebu-Halent" have already been distributed to about 4000 chest physicians in the U. S., and, according to Mr. Mahon, many druggists located near specialists are already getting requests for it. Through this sampling program, coupled with the demonstration plan, Mr. Mahon hopes to have his aerosol device quickly distributed throughout the country.

The new company is also developing another bronchodilator of its own (to be called "Nebu-Isophrin") which will be reported at the June scientific meetings of the American College of Chest Physicians.

•

Barnes Heads Eastern Cap

C. O. Barnes has just been elected president of Eastern Cap & Closure Co., Baltimore, Maryland. Mr. Barnes

C. O. Barnes
Eastern Cap
President

has been with Eastern for 12 years as general manager and has been active in the aerosol field since 1955. Prior to 1955, the company specialized in the screw cap business but that year entered the aerosol cover cap market. Eastern currently boasts of national distribution of a full line of 23 colors for one-inch mounting cups.

•

Root Gives Aerosol Talk

What non-technical personnel in the cosmetics industry should know about aerosol technology was discussed by Morris J. Root of G. Barr and Company in a lecture, March 24, at the University of Chicago downtown center.

Mr. Root is technical director of G. Barr and Co., Chicago-headquartered custom aerosol producers.

Mr. Root outlined the evolution of pressure packaging, pointing out how aerosol research and development have opened up important new markets in the cosmetics field. He also demonstrated how aerosol technology has made possible the new nitrogen-propelled spray products, such as pressure-packaged dentifrices.

•

Food Symposium Program

Five papers dealing with food aerosols will comprise the Symposium on Pressurized Foods to be presented by members of the Chemical Specialties Manufacturers Association at the annual meeting of the Institute of Food Technologists in the Palmer House, Chicago, May 25-28. CSMA's Aerosol Division will also sponsor an "Aerosol Information Center" at the meeting.

Titles of the papers, and the CSMA members who will present them are "The Background and History of the Pressurized Food Industry," W. E. Graham, Clayton Corp., St. Louis; "Technical Factors in the Packaging of Pressurized Food," Dr. D. H. Johns, American Can Co., Barrington, Ill.; "Special Problems in Pressurized Food Packaging—Heat Preservation of Pressurized Foods," E. D. Giggard, Continental Can Co., Chicago; "How a Food Manufacturer Can Institute a Pressurized Food Program," R. C. Webster, Ohio Chemical and Surgical Equipment Co., Madison, Wis.; and "The Food Manufacturer Looks at the Potential Pressurized Food Market," Dr. William Martin, Heublein, Inc., Menlo Park, California.

Plans have been completed for the exhibition booth of the Aerosol Division of the CSMA at the Institute of Food Technologists Convention. To date, 11 companies have indicated a desire to participate in the booth, which will issue a special CSMA bulletin describing the services of each of the companies represented.

The exhibit will be open from 1:00 p.m. to 5:00 p.m. Sunday, May 25th; 11:00 a.m. to 6:00 p.m. on Monday, May 26th, and Tuesday, May 27th; and 11:00 a.m. to 4:00 p.m. on Wednesday, May 28th.

Pyrethrum Growers Change U. S. Representation

AFRICAN pyrethrum growers are currently studying their entire program of sales and distribution in the American market, and, as a first step in a general revision of former arrangements have announced termination of a long-standing agreement with Mitchell Cotts & Co., Ltd., London, their sales agents for the past 20 years. As a consequence of termination of this agreement, Greene Trading Co. of New York, a subsidiary of Mitchell Cotts, will no longer act as U. S. sales agents for the African pyrethrum producers.

The Pyrethrum Board of Kenya acts as spokesman for the three producing groups: the Kenya Colony growers, the Pyrethrum Board of Tanganyika and the Societe Cooperative des Produits Agricoles, of the Belgian Congo.

Greene Trading Co., New York, headed by George E. Nixon, will continue to service all existing contracts during the transition period while new representation is being arranged. During this interim period the African producers have arranged with H. Alvin Smith, of New York, to act as special representative of the joint boards in the U. S. Mr. Smith has had long experience in the development and marketing of pyrethrum, having been president of John Powell & Co., New York, prior to its merger with Olin Mathieson Chemical Corp. Mr. Smith has indicated that his special assignment is being undertaken purely in an advisory capacity and that he has "no intention of becoming identified on a long term basis with the American distribution of pyrethrum."

Mr. Smith said that in preliminary contacts with present American buyers and others interested in pyrethrum he had urged them to make suggestions whereby the new and direct contact with African producers could be used as a means to implement improvements both in service to the American market and to the many users of pyrethrum products. Pyrethrum is a principal ingredient in household aerosol insecticides.

"We are particularly interested," he added, "in the receipt of new ideas to that end from our American customers, who buy two-thirds of Africa's pyrethrum."

Two new pyrethrum extraction plants are currently under construction in Africa, one by the Kenya Pyrethrum Board, and one by SCOPA. Two existing plants have been in operation for several years, and when the two new plants are completed later this year, practically the entire African pyrethrum output will then be exported as extract rather than as baled dried flowers. One of the existing extract plants is owned by East Africa Extract Co., another Mitchell Cotts subsidiary, and a long term continuing arrangement provides that this plant will get from 1,200 to 1,800 tons a year of pyrethrum flowers, approximately 20% of the pyrethrum crop (the exact amount varying with the size of the crop). Thus Mitchell Cotts will continue to exercise control over the marketing of this portion of the world pyrethrum supply.

•

Pennsalt Expansion Planned

Pennsalt Chemical Corp., Philadelphia, last month announced a further expansion of its hydrofluoric acid facilities at Calvert City, Ky. The expansion, which will cost "several" million dollars, is already underway and is expected to be completed in July.

According to William P. Drake, Pennsalt president, "The principal needs for the additional HF production stem from the rapid growth in sales of the company's "Isotron" refrigerants and aerosol propellants. With this expansion, Pennsalt will be able to take care of both its own captive requirements, present and anticipated, as well as any foreseeable demand from its HF customers."

As part of its integrated Calvert City operations, the company owns extensive deposits of fluorspar in western Kentucky. This mineral is the basic raw material for the production of hydrofluoric acid. Pennsalt also owns and operates what is believed to be one of the largest such mines in the Western Hemisphere in Mexico.

•

Fragrance Group Names PR Firm

The Fragrance Foundation, New York, association of perfume marketers, is contemplating an expanded public relations program aimed at achieving a broader, stronger year-round market for perfumes in the U. S. This report came on the heels of the announcement of the appointment of Hill & Knowlton, New York public relations counseling firm, to supervise the organization's activities.

According to H. Gregory Thomas, of Chanel, Inc., president of the foundation, Hill & Knowlton was selected because of its staff of specialists trained in institutional and industry promotions. According to David Penn, agency account executive, education of American women on daily use of perfume will be one of the objectives of the new program.

•

VAH Names Blumenthal

Van Ameringen-Haebler, Inc., New York, manufacturer of perfume and flavor materials, has announced that Dr. J. H. Blumenthal has joined its research department as a group leader. He will work on new aromatic chemical compounds and processes.

Dr. Blumenthal for several years was in charge of Exploratory Research for the Air Reduction Co., after serving in various research capacities with Smith-New York Co. and the Cleveland Clinic Research Foundation.

He studied chemistry at Brooklyn Polytechnic Institute and received his Ph.D. in Organic Chemistry at Cornell University.

•

Hoonhout in Cap Post

The Monroe-Danford and Co., Weehawken, N. J., recently named Roy H. Hoonhout as vice-president. The company represents suppliers of aerosol packaging lines and cover cap suppliers.

Mr. Hoonhout was formerly a sale engineer for Mack Molding Co. Wayne, N. J.

are you considering a food aerosol?

Let D&O Flavor it!

A technical assistant in the D&O Laboratory demonstrates the filling of a food aerosol with nitrous oxide.

THE POTENTIAL in the field of food aerosols has long been recognized ... and with it the need for compatible flavors. To meet this newest of food industry challenges, D&O has established a special section of the Aerosol Testing Lab for experimentation with pressure filling food products. Nitrogen, nitrous oxide and carbon dioxide/nitrous oxide filling equipment is available for the convenience of food processors interested in entering this expanding area of their industry. These facilities, added to D&O's traditional knowledge and experience in the flavor field, are yours on request. Consult D&O.

D&O ESTABLISHED 1798

Essentially for You

Our 159th Year of Service

DODGE & OLCOTT, INC.

180 Varick St., New York 14, N. Y.

Sales Offices in Principal Cities

Essential Oils Aromatic Chemicals

Perfume Bases Flavor Bases

Dry Soluble Seasonings

MGK Publicity Campaign

Armed with the results of tests made by leading agricultural colleges that show "substantial" benefits to users of MGK Repellent 11 cattle sprays, McLaughlin Gormley King Company, Minneapolis, last month launched a publicity campaign to reach dairy farmers and cattle feeders.

Information on the benefits of the repellent is being sent to editors of state farm papers, dairy magazines, breeder magazines across the country. More than 300 farm reporters of radio and television stations will also receive special news releases on the product. Tied in with the publicity campaign is an educational program directed at county agricultural agents and vocational agricultural instructors.

Both campaigns will reach their peaks in April and May, at the beginning of the fly season. The aim is to point out to dairymen and cattle feeders that the repellent can be an economical replacement for methoxychlor, which has recently been banned for dairy use by the FDA.

Test data shows MGK Repellent 11 has a high rate of repellency against horn flies, stable flies, mosquitoes, and gnats. It is reported to have good build-up properties and after an initial spraying period develops a residual repellency that lasts for 2-3 days. MGK officials recommend it be used in combination with an insecticide, such as synergized pyrethrins.

Since there is no residue left in milk, MGK Repellent 11 is approved for use in dairy barns and for dairy cattle sprays.

•

Fitch Joins Selig Co.

Keith A. Fitch, former executive director of the Orkin Institute of Industrial Sanitation, California Dept. of Public Health, and the U. S. Food and Drug Administration, has been appointed manager of the Kansas City branch of Selig Co., Atlanta aerosol manufacturer and distributor.

At the same time the company announced the election of six new directors: William F. Bode, general manager; E. Clifford Lowry, secretary; Alvin Hamburger, general sales manager; Jules Hoffman, vice-president of Selig Co. of Texas; Lyons Joel III; and Alvin Schwab.

•

Crown Appoints Murray

Francis T. Murray has been appointed director of advertising, public relations and sales promotion for Crown Cork and Seal Co., Philadelphia.

Previously, Mr. Murray served as director of intercollegiate athletics at the University of Pennsylvania; executive director of the Philadelphia Inquirer Charities, Inc., and special consultant to the Director of the United States Foreign Operations Administration. A former University of Pennsylvania athlete, Mr. Murray, recipient of the 1950 Philadelphia Junior Chamber of Commerce Award as "The Outstanding Young Man of the Year," most recently has been engaged as public relations counsellor to industrial realtors.

•

White Leaves Reddi-Whip

Arthur White, former sales manager of the Reddi-Whip Co. of California, Los Angeles, was recently elected vice-president of C. J. LaRoche & Co., New York. He will be in charge of the firm's Hollywood office.

Gen. Chem. To Add Plant

The General Chemical Division of Allied Chemical & Dye Corp., New York, a major propellant producer, recently announced plans to build a new hydrofluoric acid plant at Nitro, W. Va. Hydrofluoric acid is the major material used in the manufacture of fluorinated hydrocarbon aerosol propellants.

The new facility will also supply metal and other industries, as well as requirements of the Atomic Energy Commission.

•

Stuckart Joins Babbitt

B. T. Babbitt, Inc., New York has announced the appointment of Thomas E. Stuckart as field sales manager, in charge of all field sales personnel. He had been assistant manager of the sales service department at the Colgate-Palmolive Co. for nine years. This appointment marks the latest in a whole series of Babbitt additions from the ranks of Colgate, which began with the election of Marshall S. Lachner, a former Colgate vice-president, as president of Babbitt.

N. Y. SCC Hears Paper on Evaluation of Topicals

THE various modalities used in testing topical applications were reviewed and discussed by Dr. Donald J. Birmingham of the United States Public Health Service, guest speaker at the March 5 meeting of the New York Chapter of the Society of Cosmetic Chemists. The meeting, best-attended of the year, was presided over by Harry Isacoff, chapter chairman. Dr. John Longfellow, program chairman, introduced the speaker and led the discussion which followed.

Dr. Birmingham, medical director and chief dermatologist of the U. S. Public Health Service, Occupational Health Field Headquarters in Cincinnati, Ohio, reviewed the program of laboratory tests and field trials carried out by him and Dr. Vernon B. Perone to evaluate fifteen waterless hand cleaners for the Air Force. He used this work to illustrate how such an evaluation program can be designed and suitable test procedure developed to provide basic data that can serve as a reasonable standard for acceptance of a topical product.

The laboratory studies included classification of the products into basic types according to the principal functional ingredients, the determination of significant physical and chemical characteristics, evaluation of efficiency under standard test conditions of use and a study of physiological action on the skin, Dr. Birmingham emphasized the importance of conducting adequate field usage trials "because the best laboratory performances by a product are only as good as the results of actual usage trials." He said that field studies supply valuable subjective data including preference, and are essential in determining mildness and safety.

TGA Issues Statement on Packaging Glass Aerosols

THE Toilet Goods Association, New York last month issued a statement warning of some of the possible hazards of packaging glass aerosol containers. Attached to the statement was the qualification that it not be considered a recommendation by the association. The statement reads as follows:

It is axiomatic that pressure packaged (aerosol) cosmetics, be they packaged in glass or metal, present hazards not generally encountered in the conventional and more traditional methods of packaging cosmetics. One should not attempt to read into this statement any meaning other than the fact that pressure packing does present hazards which must be considered in the development of a successful pressure packaged cosmetic. In the paragraphs that follow, we will enumerate some of the basic problems which must be considered.

Uncoated glass containers and plastic coated glass containers are used for pressure packaging of cosmetics. The use of uncoated bottles should be confined to the small sizes, since the larger sizes present a potentially greater hazard. The bottle should be especially designed with respect to shape, to give maximum strength. Square or "sharp" corners should be avoided. All the necessary steps should be taken during manufacture to insure uniform production of bottles of proper wall thickness and strength.

Other things being equal, the lower the pressure in a container, the lower the hazard. Therefore, pressures should be the minimum required to make the package function properly. Cold filling and pressure filling are methods frequently employed in pressure packaging. That method should be used which results in the least variation in pressure from package to package.

Plastic coated bottles are frequently used for pressure packaged cosmetics. The plastic coating reduces the hazard from flying glass in the event the container is broken. All that has been previously stated about the design and filling of uncoated bottles applies to plastic coated bottles. Plastic coated bottles are used in larger sizes than uncoated bottles. The plastic coating should be of satisfactory quality and thickness and should be securely fastened to the neck of the bottle when the closure is crimped in place. The coating should be adequately vented to permit the escape of pressure in the event that the package is broken.

Finally, one should subject the pressure packaged product to adequate testing procedures designed to determine the safety of the package. It has been suggested that the pressure packaged product at 100°F be random dropped from a height of 6 feet onto a steel plate.

The foregoing is not to be considered, from any point of view, a recommendation by the Association. We have enumerated some of the things, among the many, which must be seriously considered by those considering pressure packaging. Other studies and test procedures will readily suggest themselves, but thorough study is recommended in every case, and separate study for each individual product.

•

Babbitt Sales Conference

B. T. Babbitt, Inc., New York, manufacturers of aerosol and other household products, last month held the opening kickoff of the most extensive advertising and sales campaign in the company's history.

More than 80 Babbitt, salesmen from the New York, Chicago, Philadelphia, Boston, Washington and Baltimore areas gathered at a sales meeting to hear advertising and sales plans from the new management. Marshall S. Lachner, president; Michael P. Frawley, executive vice-president; Jack W. Sugden, vice-president and director of marketing; and Jack Schenberg, vice-president and sales manager of Babbitt's Bostwick Division, addressed the meeting.

The management presented its sales force with new sales plans, which included couponing and various other sales promotion ideas. These have been incorporated into a broad new advertising program for their products; including two aerosols, "HEP" oven cleaner and "AIR-GENE" room deordorant. The new campaign will be released shortly in key areas from coast-to-coast.

Jack W. Sugden (left), vice-president and director of marketing of B. T. Babbitt, addressing a sales meeting introducing the company's new advertising and sales campaign. With him are Michael P. Frawley (c), executive vice-president and Jack Schenberg (r), vice-president and sales manager of Babbitt's Bostwick Division.

•

Mohawk Names Zimmatore

Mohawk Brush Co., Albany, N. Y. custom and private label filler, has appointed Joseph J. Zimmatore as sales promotion manager. He is reported to have a wide background in research and marketing of beauty preparations.

Pharmaceutical Makers Unite to Form One Association

The two leading trade associations of pharmaceutical manufacturers, the American Pharmaceutical Manufacturers Association (of New York) and the American Drug Manufacurers (of Washington), last month announced formation of a new association to replace the two groups. The new trade group is to be known as the Pharmaceutical Manufacturers Association.

In making the announcement, officers of the APMA and the ADMA pointed out that consolidation was made inevitable by the growth of the pharmaceutical industry, which has resulted in both an overlapping of membership and a duplication of activities between the two organizations. The joint APMA-ADMA statement said that the new association will provide a "single voice for the pharmaceutical manufacturing industry in its relations with the medical profession, pharmacy and related professions, and with other scientific organizations, governmental agencies, and the public."

Approval for the consolidation, which had been under active consideration for nearly two years, was given March 7 by the executive committee of the ADMA and March 10 by the directors of the APMA. However, final action by member firms will have to be taken at the annual meetings of the two associations. The APMA is scheduled to meet April 14-16 at Boca Raton, Fla., and the ADMA on May 26-29 at White Sulphur Springs, W. V. The new association is expected to maintain offices in both New York and Washington; and George F. Smith, president of Johnson & Johnson, New Brunswick, N. J. is to be first president of the Pharmaceutical Manufacturers Association.

THE MAY ISSUE OF

Aerosol Age

GOES TO THE

★ **C. S. M. A. CONVENTION**
in Cincinnati, Ohio, May 19-21
at the Netherland Hilton Hotel

★ **FOOD SYMPOSIUM**
in Chicago, May 25-28
at the Palmer House

★ **PACKAGING SHOW**
in New York City, May 26-28
at the Coliseum

YOU CAN GO, TOO — with an advertisement in this important triple convention issue, offering the following advantages:

★ *AT LEAST 1500 EXTRA CIRCULATION TO INDUSTRY LEADERS ATTENDING THESE SHOWS*

★ *SPECIAL EDITORIAL FEATURES TO TIE IN WITH ALL THREE SHOWS*

★ *REGULAR ADVERTISING RATES — NO EXTRA CHARGE FOR BONUS CIRCULATION*

CLOSING DATE FOR THE MAY ISSUE IS APRIL 10

SEND IN YOUR ADVERTISING RESERVATIONS TODAY!

Sun Tube Head Predicts Aerosol Toothpaste Surge

PRESSURE cans will capture 10% of the toothpaste market this year and should account for nearly one-quarter of all toothpaste packages sold in 1959, Kenneth M. Leghorn, president of Sun Tube Corp., Hillside, predicted last month. In addition to three brands of aerosol toothpaste now being marketed on a limited basis, Mr. Leghorn said, another three or four are expected to be introduced before the year's end.

Sun Tube, a subsidiary of American Can Co., recently developed and marketed an aerosol valve for toothpaste, foods and other viscous products. It also is the leading supplier of collapsible metal tubes to the dentifrice industry.

Alexander Livingstone, Sun Tube research chemist, checks samples of toothpaste under pressure as part of the valve manufacturer's laboratory studies aimed at growing market for aerosol dentifrice.

Aerosol toothpastes now available were reformulated to make them suitable for the new containers, Mr. Leghorn pointed out. Reformulation of other dentifrices now sold in tubes will be necessary to provide a thick paste that can be readily pressure-dispensed, he added.

"Because the aerosol can is more expensive than the conventional metal tube, dentifrice manufacturers can be expected to offer aerosol toothpaste in the large or 'economy' sizes where the price differential is smaller," Mr. Leghorn commented.

"While aerosols will get a progressively larger share of the dentifrice container market, we expect no change in the demand for metal tubes. This was our experience with shaving cream tubes after the introduction and wide consumer acceptance of aerosols for shaving preparations."

—Convention Calendar—

American Pharmaceutical Manufacturers Association,
Boca Raton Club, Boca Raton, Florida ..... April 14-16

Chemical Specialties Manufacturers Association, 45th Mid-Year Meeting,
Netherland Hilton Hotel, Cincinnati, Ohio ..... May 19-21

Institute of Food Technologists, Annual Meeting,
Palmer House, Chicago, Ill. ..... May 25-28

American Management Association Packaging Conference,
Hotel Statler, New York, N. Y. ..... May 26-28

National Packaging Exposition (American Management Association),
Coliseum, New York, N. Y. ..... May 26-29

Toilet Goods Association, Scientific Section,
Waldorf-Astoria Hotel, New York, N. Y. ..... June 5

Toilet Goods Association, *Poland Spring House, Poland, Me.* ..... June 25-29

Western Packaging & Materials Handling Exposition,
Civic Auditorium, San Francisco, Calif. ..... Aug. 11-13

Chemical Specialties Manufacturers Association, 45th annual meeting,
Commodore Hotel, New York, N. Y. ..... Dec. 9-11

Can Makers Honored

Winner of the annual safety award of the National Safety Council for the fourth straight year, the Can Manufacturers Institute honored 83 member can plants for their individual safety records at the Institute's annual meeting recently at New York's Waldorf-Astoria Hotel on March 3.

William J. Stephens, assistant general manager of sales of Bethlehem Steel Co., was the principal speaker at the board of governors meeting and gave his views on the short-term economic picture and what the next decade may hold for American business.

While the accident frequency rate for 1957 from the 189 reporting plants rose slightly to 5.93 (compared to 5.90 in 1956) William J. Milton, institute president, explained that the rise was regarded as favorable since increases in other factors affecting the rate had been expected to result in a proportionately larger increase in the 1957 rate.

•

Forgash in Container Post

The Newark Division of the National Container Corp. last month announced the appointment of Joseph Forgash as field representative for its aerosol customers in the Metropolitan New York Area.

Mr. Forgash is an aerosol consultant and has been connected with Old Empire Inc., and Nanuet Valve Co. He was instrumental in designing and perfecting the first successful plastic aerosol container and the first aerosol shampoo.

•

Diamond Boosts DDT Prices

The price of technical grade DDT, which is used for formulating a good many aerosol insecticides, was advanced recently by the Diamond Alkali, Co., Cleveland. In carload and truckload lots the price per pound was raised three cents. The new price for powdered material in bags is 23 cents per pound.

Nestle-LeMur Buys Drug Co.

Nestle-LeMur Co., New York aerosol marketer, recently purchased the Carroll Dunham Smith Pharmacal Co., as a further step in the expansion of its drug business. Nestle-LeMur paid an estimated $818,460 for Smith, most of it in a common stock exchange.

Smith Pharmacal produces a complete line of pharmaceuticals, specializing mainly in prescription specialties. It was founded in 1884. Last year Nestle-LeMur entered the ethical drug field through the formation of the LeMur Chemical Division, which currently is producing "Cool and Dry" aerosol foot spray.

•

Odalko in New Cosmetic Post

Anthony Odalko has been named vice-president in charge of domestic manufacturing of Chesebrough-Pond's, Inc., New York cosmetic and toiletries firm. He joined the company in November, and will direct production at the company's plants in Perth Amboy, N. J.; McKees Rocks, Pa.; and Clinton, Pa. Mr. Odalko will also supervise domestic purchasing and warehousing operations.

•

Johnson Shifts Executives

S. C. Johnson & Son, Inc., Racine, Wisc., marketer of "Glade," "Raid," and other aerosol products, recently shifted its top executives. Howard M. Packard, executive vice-president, was elected president and chief operating officer, succeeding Herbert F. Johnson, president since 1928, who will continue to serve as board chairman and chief executive officer.

At the same time the company announced the appointment of Raymond W. Carson to the new post of vice-president of the household products division, which will manufacture and market all Johnson's household, automotive, and garden products. Also, Samuel C. Johnson was named vice-president of the service products division, which will represent the firm's maintenance and industrial products.

Name Lincoln to Airco Post

J. J. Lincoln, Jr., vice president—Southern Region of Air Reduction Sales, New York, has been appointed president of Pure Carbonic Co., another division of Air Reduction Co. He succeeds E. R. Lawrence, who becomes chairman of the Pure Carbonic division.

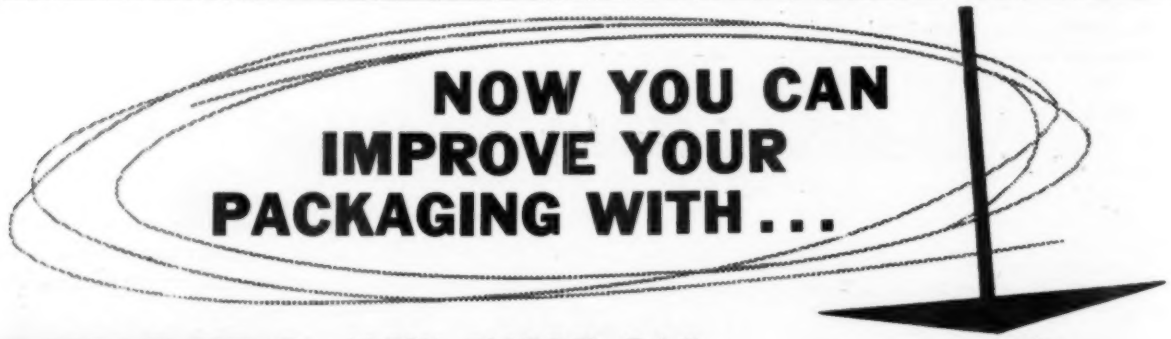
Mr. Lincoln joined Air Reduction in 1924 and has held various executive positions in New York, Pittsburgh, Cleveland and Houston.

Pure Carbonic is a major producer of carbon dioxide in liquid and gaseous forms for the carbonation of beverages; and for aerosol and other chemical applications.

•

Emulsol Appoints Mather

T. William Mather has been appointed to the sales staff of Emulsol Chemical Corp., Chicago, manufacturers of surface-active agents. He will make his headquarters at the company's new Akron, Ohio, sales office.



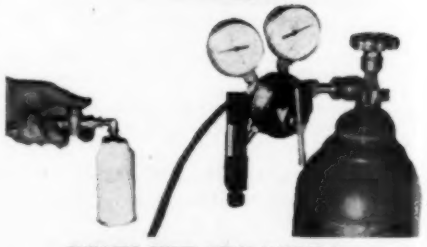
BUILDERS NEW INERT GAS FILLING SYSTEM

Builders outstanding & easy to operate system dispenses products such as toothpaste, shaving cream, beauty cream, adhesives, food products or any other viscous type liquid.

BUILDERS INERT GAS FILLING SYSTEM FEATURES:

- Dispenses Gentle Flow
- Insures Smooth, Uniform Dispensing
- No Mess — No Waste
- Permits Uniform Gassing
- Production Rate of approximately 10 per minute.

3 Easy Steps to Better Filling:
1) Fill your Product
2) Cap Can
3) Pressurize

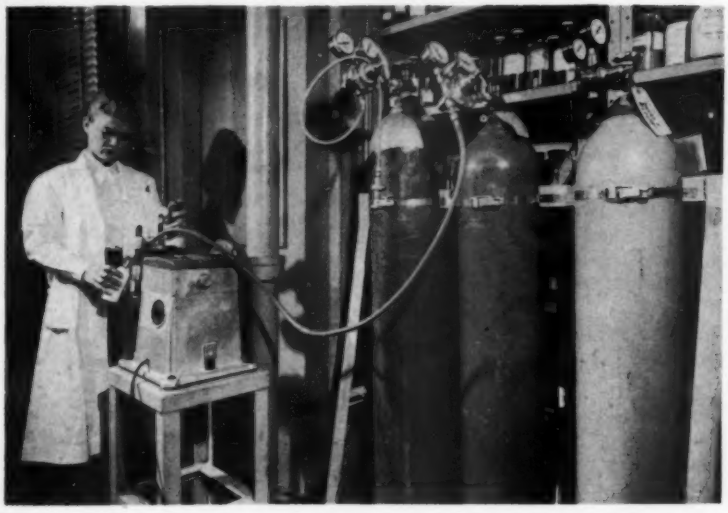


BUILDERS SHEET METAL WORKS Inc. manufactures a complete line of AEROSOL LABORATORY EQUIPMENT.
Also, BUILDERS will manufacture to your own specifications any job connected with metal work for the Aerosol Field.
Additional Information Will be Mailed on Request.

BUILDERS CAnal 6-5390 CAnal 6-5398
SHEET METAL WORKS, Inc.
108 WOOSTER STREET NEW YORK 12, N. Y.

Equipment— Processes— Bulletins—

D&O Installs Food Aerosol Filling Equipment



Dodge & Olcott, Inc. New York last month established a special section of its aerosol testing laboratory for experimentation with pressure filling food products requiring flavoring compounds. Filling equipment for use with nitrogen, nitrous oxide, carbon dioxide (and combinations of such gases) is now available in the D&O laboratory for the convenience of food processors interested in entering this area of the industry. Work is being carried out with pressurized forms of cake frosting and icing, cheese spreads, cooking oil, food pastes, ice cream mixes, shortening, catsup, syrups, mayonnaise, French dressing, salad dressing and sour cream, and the D&O laboratory is said to be ready to test such products.

•

Automatic Case Loader

A new "Packomatic" automatic case feeder-former-positioner, loader has been developed by the J. L. Ferguson Co., Joliet, Ill. The new machine loads cans into end-opening corrugated shipping containers at a rated capacity of 20 cases per minute.

New Idophor Concentrate

Antara Chemicals, a sales division of General Aniline & Film Corp., New York, has published a "Formulators' Manual" describing the use of the new iodophor concentrate, "Biopal VRO-20," in the formulation of sanitizing rinses, germicidal rinses, sanitizing cleaners, detergent sanitizers, germicidal cleaners and sterilizing agents.

The manual gives typical formulas and compounding techniques for the manufacture of consumer products compounded with Biopal VRO-20, and also gives packaging and labeling instructions. Copies of the 24-page manual can be obtained by writing to the company at 435 Hudson Street, New York 14.

•

New Felton Price List

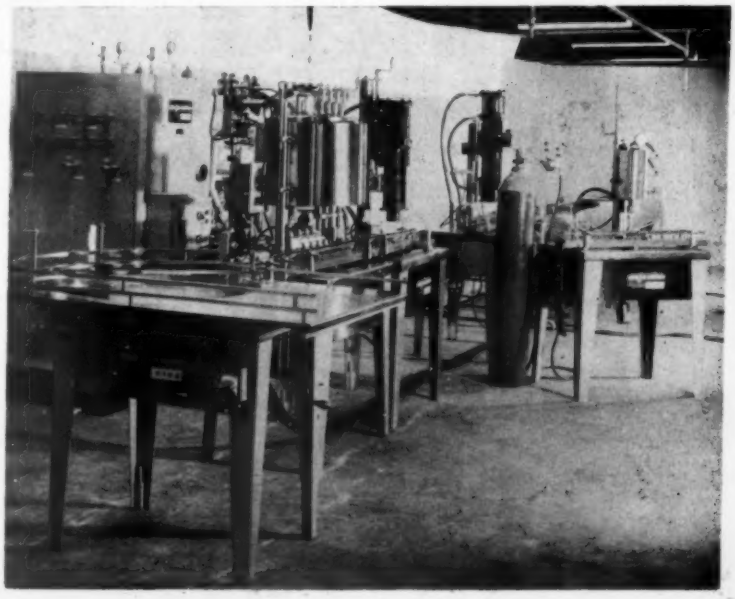
Felton Chemical Co., Brooklyn, last month announced the availability of its new aromatics price list. It includes a complete list of the company's fragrances for a wide range of aerosol cosmetic and toiletry products.

Mojonnier Unveils New Nitrogen Pressure Filler

Pharmaceuticals, foods and other products suitable for nitrogen-propelled aerosols can be pressurized on the new Mojonnier "Nitrogen Pressure Filler."

The new piece of equipment, designed to work with other Mojonnier "Add-A-Unit" filling line components, when inserted in standard single lines can produce up to 60 containers per minute. Double lines are available with speeds up to 120 per minute.

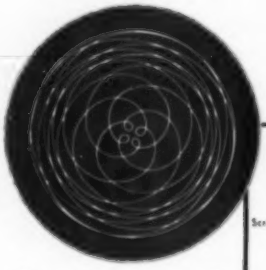
Mojonnier Associates, Franklin Park, Ill., will display a 16-head rotary version of the nitrogen gasser at the Packaging Show in New York this May. This machine, working with the Mojonnier Rotary Filler and Crimper, will operate at speeds up to 300 per minute.



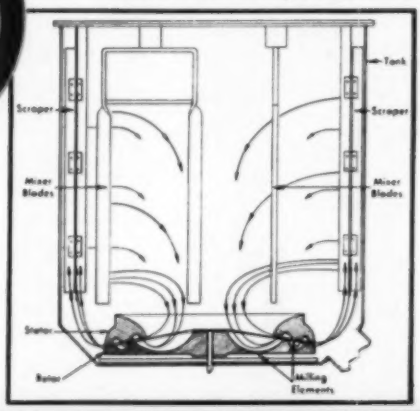
NEW MIXING STANDARDS
for Fluids and Pastes

The Abbé Dispersall Mixer disperses solid ingredients *completely* in a fraction of the time required by conventional mixers. Eliminates all pre-mixing. Produces superior products.

The Abbé Dispersall Mixer will cut down batch-time on toothpastes . . . shaving creams . . . liquid soaps . . . ointments . . . liniments . . . elixers . . . and all other kinds of pastes and emulsions where *thorough* dispersion and fast mixing are essential.



The mixing pattern of Dispersall mixing blades.



Section through Abbé Dispersall Mixer for Pastes. Note the flow of the mix.

WRITE FOR CATALOG 78

Address Dept. 36

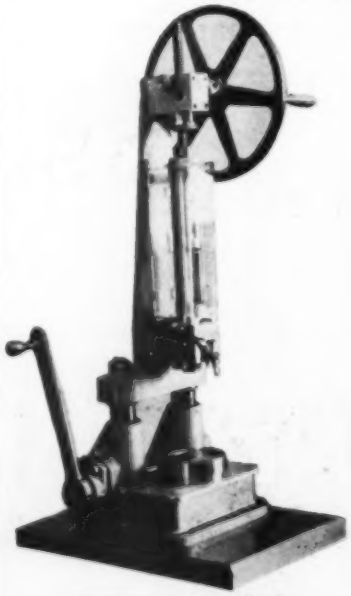
abbé ENGINEERING CO. • 50 CHURCH STREET, NEW YORK 7, N. Y.

Designers and Manufacturers of

Ball, Pebble and Jar Mills • Pulverizers • Sifters • Cutters • Mixers

DEVELOPED FOR THE CONSULTING LABORATORY, THIS APPARATUS IS THE ULTIMATE IN FUNCTIONAL DESIGN AND PERFORMANCE

Our apparatus division has been set up to make all items available to the industry. Prices and descriptive literature on request.



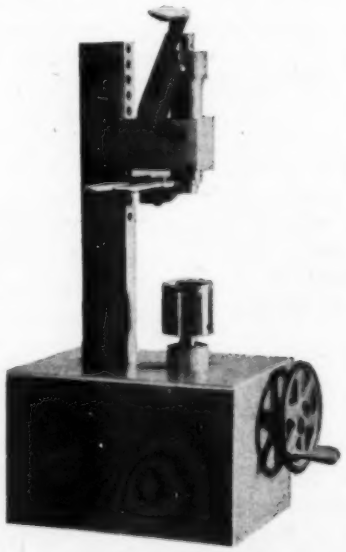
Foresman Liquefied Gas Manipulator

APPARATUS AVAILABLE

Cont. Filling Corp. Clinch Torque Meter

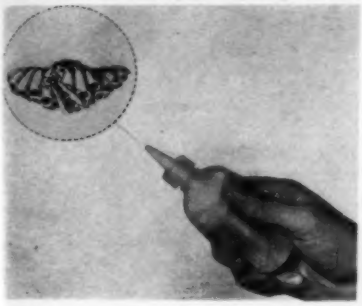
Liquefied Gas Manipulator w/Universal Head
Propellant Manifold for Manipulator
Hand Operated Vial Capper
Change Parts for Vial Capper
One inch opening Can Closing Press
Hydrostatic Test Units
Karl Fischer Pressure Titration Cells
Dead Stop Indicator for Karl Fischer Titrameter
Density Units
High Pressure Test Bombs
Can Sampling Units — Piercing or Valve Actuating
Pressure Gauging Unit — Pressure Balance or Water Filled
Test Ovens — Standard or Custom Built
Instantaneous Chiller Units — Mechanically Refrigerated
Electric Hot Water Test Bath Standard or Custom Built
Hot Water Bath Transfer Baskets Safety Top
Tank Racks
Table Tank Rack Combinations
Safety Screen Tubes for Glass Pressure Tubes
Plastic Protective Screens
Gloves and Masks

Apparatus Division
ROBERT A. FORESMAN, JR.
1690 Margaret Street
Philadelphia 24, Pa.



Foresman Hand Operated Vial Capper

Squeeze Bottle Insecticide



A new wasp and hornet killer kit has been announced by Anchor Chemical Company, Cleveland. It consists of an eight-ounce bottle of formula and a plastic squeeze applicator bottle that shoots a stream of chemical 12 feet or more. It is believed to be the first marketed insecticide applied through a squeeze bottle. The chemical formula reportedly paralyzes and kills wasps and hornets, eliminating attack, and is said to be ideal for destroying nests in house eaves, barns, attics, garages, etc. The kit is also effective on other nesting insects.

The kit will retail at $1.98 in garden supply and hardware stores.

•

Corrugated Box Booklet

Detailed steps in specifying a new corrugated box or redesigning an old one are explained in the new edition of "How to Specify Corrugated Boxes," published by Hinde & Dauch, Sandusky, Ohio.

The 36-page booklet discusses conventional types of corrugated board, and covers seven basic box styles and 60 corrugated packing devices. Shipping rules and regulations, product examination, packing and shipping methods, and sales procedures are also explored. A copy may be obtained on request to Hinde & Dauch, Sandusky, Ohio.

•

New Case Sealer

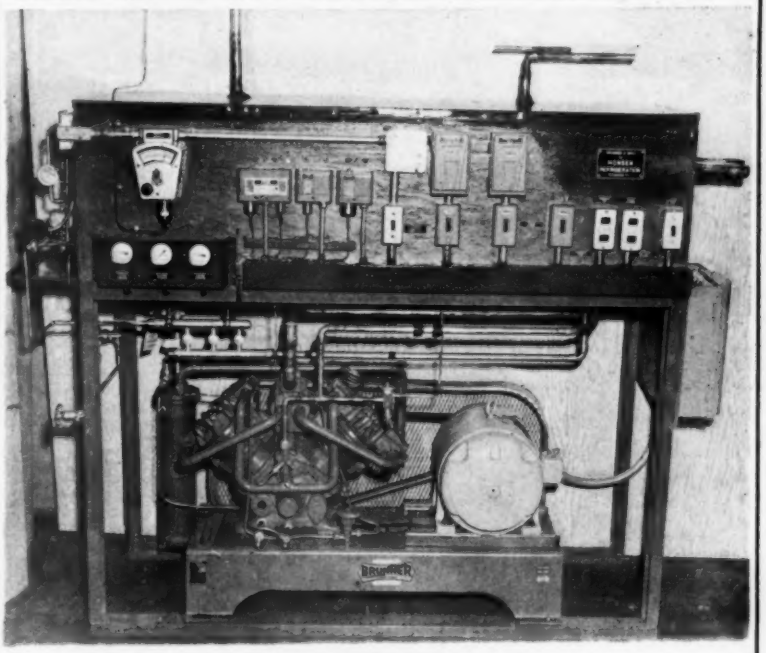
A new "Rolacoder" conveyor and case-sealer attachment for marking and coding shipping cases automatically on the production line, has been introduced by Adolph Gottscho, Inc., Hillside, N. J., specialists in package-imprinting equipment.

The new units are streamlined in construction to make them more compact and easier to install in a production line and, according to Gottscho, high-quality imprints up to 3" in depth can now be assured.

The "Rolacoder" is adaptable for imprinting the top, bottom or either side of cases of various dimensions, and will acurately spot-print codes or other copy legends in almost any location on the case. Where the user prefers the marker to imprint continuously or at random locations, the unit can be supplied without its registering mechanism.

USDA Poultry Bulletin

"Suggestions for Fly Control in Poultry Establishments," a new bulletin recently issued by the Insects Affecting Man and Animals Research Branch of the USDA's Agricultural Research Service, devotes some attention to aerosols and other space sprays. In addition to a listing of sample formulations for these applications, the bulletin cautions that in some localities resistant house flies may be encountered.



AEROSOL
REFRIGERATION
THAT HAS PROVED ITSELF

Pictured above is a production unit for propellant and concentrate chilling. Fully automatic at desired temperatures.

Can be built to your specifications — installed and guaranteed anywhere.

MONSEN
REFRIGERATION

228 MONTGOMERY STREET
BLOOMFIELD, NEW JERSEY
PILGRIM 3-0634

Aerosol bouquets

that have proved their effectiveness in the production of industrial and consumer products

MINT BOUQUET.....No. 3121
APPLE BLOSSOM...No. 3122
OIL SWEET PEA.... No. 3123
OIL WISTARIA.....No. 3124
OIL GARDENIA..... No. 3125
OIL BOUQUET E.T. No. 3126
OIL BOUQUET P.C. No. 3127
OIL BOUQUET H.D. No. 3128
OIL BOUQUET K.L. No. 3129
OIL BOUQUET H.C.S. No. 3130

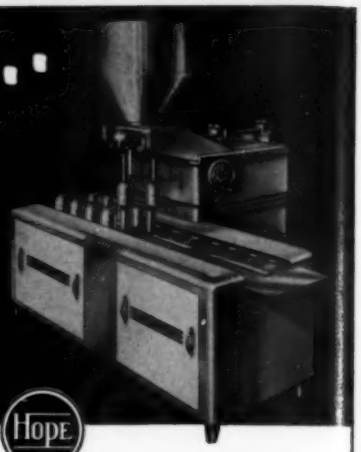
From the Research Laboratories of

Florasynth LABORATORIES, INC.

EXECUTIVE OFFICES: 900 VAN NEST AVE., (BOX 12) NEW YORK 62, N.Y.
CHICAGO 6 • LOS ANGELES 21
Cincinnati 2 • Detroit • Dallas • Memphis • New Orleans 12
St. Louis 2 • San Francisco • San Bernardino
Florasynth Labs. (Canada Ltd.) • Montreal, Toronto, Vancouver, Winnipeg
Agts. & Dist. in Mexico: Droguería & Farmacia Mex. S.A., Mexico 1, D.F.

NEW...

LOW COST TWO LINE FILLER



TYPE 15 NH 2

Hope

- Simple adjustment for different height containers (no changing of nozzles)
- Rising table "bottom up fill"
- Diagonal filling saves space, easier handling
- "No container-no fill," each line
- Accurate positioning
- Micrometer quantity adjustment
- 15 to 30 cycles speed range
- For liquid, viscous or semi-viscous products
- Lowest priced 2 line filler

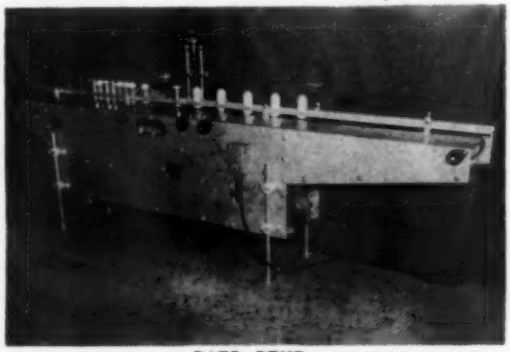
Write for details

Visit our display at the National Packaging Exposition at the Coliseum in New York, May 26-30. Booths 2319-2321.

HOPE MACHINE COMPANY
9400-82 STATE ROAD • PHILA. 14, PA.

CODE DATING MACHINE FOR AEROSOL CANS

Will mark the top or bottom or both at the same time



PATS. PEND.

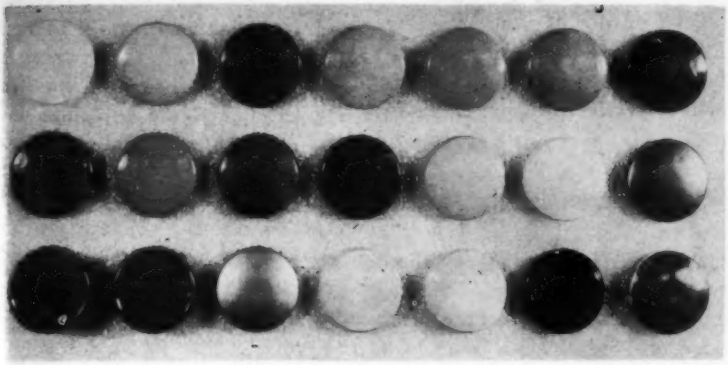
Kiwi® Coders Corporation announces a new power-driven machine for economically and automatically code dating the concave bottoms of pressurized cans or flat bottoms of other round containers. Can also be used as a work table for affixing parts to cans.

Send details on your specific marking problems.
Literature available on all types of applications

Kiwi® Coders Corporation

4027 N. Kedzie Ave. • Dept. AA • Chicago 18, Ill.

Eastern Cap Unveils New Cover Cap Sampler



A novel method of sending out cover cap samples has been developed by Eastern Cap & Closure Co., Baltimore, Maryland. A slab of white styrene, 5⅞ x 12 inches, holds 21 different colored caps in standard dome fluted and plain sides and high stacker fluted and plain sides for one-inch mounting cups. Eastern carries a full range of 23 colors in stock, and samples may be obtained by writing directly to the company at 725 North Haven St., Baltimore 5.

New Container Printer

The Index Industrial Corp., New York, has announced that the "Wifag" patented autotube automatic coating and printing line, capable of coating, printing and drying up to 3600 aluminum cans per hour without any handling, is now available. The line is manufactured in Switzerland.

It consists of a coating machine, with automatic transfer or reverse machine and conveyor; and a four-color offset printing machine with automatic transfer or reverse machine and conveyor. Also included in the line, if desired, are infra-red electrical ovens for pre-treatment after coating and definite drying after printing.

The line is capable of handling cans or containers made of aluminum, glass, or plastics up to 3½" diameter. Prices, further information, and illustrated catalogue, can be obtained by writing the company at 150 Broadway, New York 38.

•

Builders Issues Catalogue

Builders Sheet Metal Works, Inc., New York, has issued an illustrated six-page catalogue covering its entire line of aerosol laboratory and research equipment. Included for each item is a photograph, a description, and a price.

In addition to filling equipment and components, and testing devices, a number of specialty items are illustrated and described. Included in this category are hose and pipe connections, pipe valves, can piercers, tank racks, and a wide range of other miscellaneous equipment. Copies of the leaflet-type catalogue are available by writing to the company at 108 Wooster Street, New York 12.

•

New Use for Small Dispenser

A wide new range of uses for the purse-size aerosol dispenser were reported last month by the Richford Corp., Oceanside, New York, producer of "Touch-N-Spray," a new small-size container which has hitherto been used chiefly for perfumes. Manufacturers of nasal sprays, antibiotics, spray bandages, and deodorants, are demonstrating new interest in the purse-size container for their products, Richford reports.

•

Offers New Aerosol Service

Universal Metal Products, Ltd., Pendleton (Lancastershire) England, recently announced that it is in a position to supply a complete aerosol service, including trial filling of both foam and spray-type products. The announcement followed a recent agreement between Universal, an aluminum container manufacturer, and Druk-Pak, A. G., Swiss filling equipment and valve supplier.

AEROFLEX® "P" DIP TUBES

QUALITY CONTROLLED—Every shipment laboratory tested for crack resistance

- Ideal for aerosols, atomizers, squeeze bottles and lotion pumps
- Odorless, non-toxic, resistant to most filler and propellant chemicals, crack resistant through exclusive formulation of materials
- No annealing necessary
- Close tolerances maintained
- Nylon dip tubes extruded for special applications

As one of the leading suppliers, ANCHOR offers a most reliable service and on-time deliveries. New illustrated brochure "Extruded Plastics" now available. WRITE TODAY on company letterhead

ANCHOR

PLASTICS CO., INC.
36-36 36th Street
Long Island City 6, N. Y.
RAvenswood 9-1494

New Forklift Line

A new line of electric powered fork trucks with performance characteristics and maintenance features never before available on this type equipment has been announced by the Industrial Truck Division of Clark Equipment, Battle Creek, Mich.

Named the "Clarklift Electric," the new trucks are an addition to the company's line of gas-powered fork trucks introduced two years ago, and contain many of the design and operating features of the gas models. Major components of electric and gas models of similar capacities are interchangeable. Styling maintains a "family appearance" on both types.

The first model of the Clarklift Electric line, of 2000 lbs. capacity, is now in production. Additional models of heavier capacity are being scheduled. A major performance advantage of the new machine stems from the use of a new type of "carbon pile" drive control which provides constantly smooth acceleration from a standstill to full maximum speed and permits full control of "inching" during delicate stacking operations. Controls are automatically timed so that maximum acceleration is provided without excessive current.

•

New Kolker Plasticizers

Kolker Chemical Corp., Newark, N. J., has begun production of dimethyl phthalate and diethyl phthalate, two plasticizers used in the manufacture of insecticides. The company's Newark plant has a yearly production capacity of 50 million pounds of various plasticizers, including phosphates, phthalates, and epoxy types.

•

Shulton Appoints Hanover

The Fine Chemicals Division of Shulton, Inc., Clifton, N. J., has announced the appointment of Kenneth Hanover as manager of process engineering. He will be responsible for the chemical laboratory, the pilot laboratory, and development engineering for all processes.

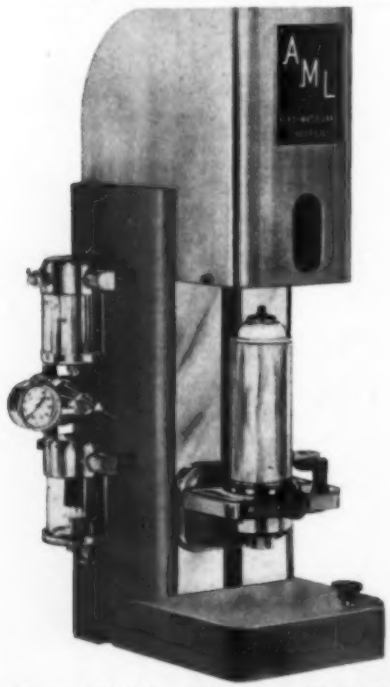
Lift Truck Operator's Guide

Information on lift truck construction, operation and maintenance, plus helpful data on handling and stacking techniques, are contained in a new "Lift Truck Operator's Guide" produced by Towmotor Corp., Cleveland, Ohio. The pocket-sized manual contains valuable safety tips and shows popular lift truck accessories designed to speed the handling of "special" types of loads. The booklet is available on request from the Towmotor Corp.

•

Simoniz Names Three

The Simoniz Co., Chicago, has announced two appointments and a promotion in the staff of its technical division. Appointments included B. E. Klimas as administrative assistant to Dr. Paul E. Wenaas, vice-president in charge of technical research; Roland J. Vanderschmidt as pilot plant engineer; and of Asher J. Margolis to the position of manager of the company's pilot plant.



Stem Height Gage

Checks dimension from top edge of valve cap to top of stem to insure proper relation when using spout type dispensing caps.

Aero-Matic
Laboratories Corp.

"Pry-Tester"

Detects imperfect seals between one-inch valve caps and cans. Assists setting crimpers. Invaluable on Production Lines and For Lab. use.

"Non Destructive"

"Pneumati-Crimp"

Ideal for Small Runs - Air Operated Lab. Crimper • Fast Setting • Finger-tip or Foot Operated • Compact Table Model • Floating Can Platform • Integral Lubro-Control Unit

483 NEPPERHAN AVENUE GReenleaf 6-2542 YONKERS, N. Y.

Repellent Tests Completed

Test results released recently by Oklahoma State University show that the addition of "MGK Repellent 11" increases the efficiency of a standard pyrethrum base spray by three to five times. Results of the tests were announced by McLaughlin Gormley King Co., Minneapolis, producer of the repellent.

Controlled tests show the new family of sprays, that include "MGK Repellent 11," give top insect protection and good "build-up" properties. They were termed "excellent" dairy sprays because MGK repellent is non-toxic and has been approved for use on dairy animals by the FDA.

In the Oklahoma State tests, a herd of 60 dairy cattle was divided into two groups. One group was sprayed with a standard pyrethrum formulation. The other was sprayed with the same formulation, fortified with .2% "MGK Repellent 11."

Spraying for this latter group was necessary only every third day — and the insect count was significantly lower than that of the control group. The researchers found that satisfactory control was obtained over the three common species of flies.

In other tests at Pennsylvania State University "MGK Repellent 11" is reported to have exhibited a wide range of effective repellency against horn flies, stable flies, horseflies, mosquitoes and gnats.

"MGK Repellent 11" was used by 16 major spray manufacturers last year. It is odorless and has FDA approval for dairy use.

•

Donrico Forms New Firm

What started out as a name for a specialized decorative technique for foil used for packaging purposes has grown into a full scale operation known as Shimmerglo Corp., located at 438 West 37th Street, New York.

Introduced several months ago by Donrico, Inc., packaging designers and printers, "Shimmerglo" was announced to and advertised in the packaging field. The reception to this new foil effect has reportedly exceeded the expectations of the Donrico organization. It has been adapted in the packaging field by Avon Products for their "Cologne Mist" product, by Park and Tilford for their aerosol hair spray.

Listed as officers in the Shimmerglo Corp. are Enrico Donati, president, (also president of Donrico) Mr. Edward Loeschorn, vice president in charge of technical development and Miss Del Schmidt, vice-president and art director.

•

Breon Appoints Three

Three former staffmen of Homemaker's Products, Inc., aerosol pharmaceutical marketer, have been appointed to newly created positions by George Breon & Co., a subsidiary of Sterling Drug Co., New York, which recently acquired Homemakers. Eugene J. McGlynn, former Homemaker's advertising and marketing director, has been named manager of "Diaparene" line; Joseph P. Dougherty, former Homemaker's sales manager, was appointed sales training manager and trade exhibits director; and William Casteel, who had been Homemakers' diaper service manager, was named trade relations manager.

•

Toni Co. Appoints Bogaty

Herman Bogaty, formerly employed by the Harris Research Laboratories, an independent subsidiary of The Gillette Co., has been appointed an assistant research director for The Toni Co., Chicago, also a division of Gillette.

At Toni's research laboratories in Chicago, Mr. Bogaty will be responsible for the company's experimental beauty clinics and for the analytical chemistry section. For the past 10 years, he has worked with the Harris Laboratories in Washington, D. C., and since 1951, he has been in charge of the permanent wave research projects undertaken by Harris for Toni. Before that, he was employed for five years by the National Bureau of Standards in Washington, D. C., where he conducted studies in the technology of wool and papers.

TMC®

55, 75, 132 CU. IN.
240 LBS.
ICC APPROVED

KING SIZE
aerosol containers
INCREASE SALES

It is a proven sales-building axiom that when you make it easier to use, you make it easier to sell. Manufacturers of a wide range of fluid, viscous and powdered products are increasing sales by increasing uses with TMC KING SIZE Pressure Dispensers. They are a potent sales weapon for you! Write or phone for the "Latest Thinking on Merchandising Under Pressure."

TUBE MANIFOLD
CORPORATION
LUdlow 7900
419 Bryant St. N. Tonawanda, N. Y.

Plasti-Kote Holds Sales Meeting in Chicago

SIXTY sales representatives of Plasti-Kote, Inc., Cleveland aerosol manufacturer, were told at a recent national sales meeting that the company's "Shower of Silver Dollars" sales contest had produced the highest January sales in the history of the firm. The annual meeting was held at the Drake Hotel, Chicago in February.

The awards climaxed one month's intensive selling efforts by Plasti-Kote sales representatives throughout the U. S. At the dinner-meeting, two Brinks couriers delivered thousands of silver dollars (for awards) to company vice-president, Elias "Mike" Shapiro and lovely entertainer and recording artist, Miss Betty Madigan, who was made an honorary "Aerosol Princess" for the evening. Miss Madigan was the guest of honor.

Mr. Shapiro told the sales meeting that, due to the tremendous acceptance of aerosol products in the United States today, the company is on the threshold of millions of dollars of new sales. He commended the salesmen on the success of the contest, declaring that it meant that Plasti-Kote has "a push button product with enough power to take us anywhere we want to go."

Herbert Fine, founder and president of the company, told the sales group, "I see only an upward trend in 1958 if we take advantage of the opportunities available to us to sell the public on the ease and convenience of painting with an aerosol product." He said that Plasti-Kote will introduce additional new paint products in the late spring and expand distribution of its aerosol line in automotive, hardware, houseware and supermarket retail outlets.

Winners of the "Silver Dollar" sales contest were announced as follows:

Greatest Overall Sales Volume Increase

1st Prize:
J & H Sales Co., Los Angeles, Calif.
2nd Prize:
Shapiro & Boehm, Jenkintown, Pa.
3rd Prize:
H. M. Cree Co., Dallas, Texas

Largest Per Cent of Orders from Listed Accounts

1st Prize:
Shapiro & Boehm, Jenkintown, Pa.
2nd Prize:
W. James Hays, Munhall, Pa.
3rd Prize:
Richard G. Johnson & Co., Detroit, Mich.

New Acceptable Accounts

1st Prize:
Herb Calkins Co., Kansas City, Mo.
2nd Prize:
P & G Associates, Portland, Oregon

Top Salesman Securing Greatest Number of Orders

Leonard Poncher, J & H Sales Co., Los Angeles.

The Woes of the Filler

(*From Page* 13)

wider segment of the buying public, needs little comment here. What is more important is how to remedy the situation.

First, it would appear that the custom filler should take the necessary steps to insure that his customer give him *exact* specifications, and that provision be made in the contract for minor price adjustment based on changing quotations for components and raw materials.

Second, the filler himself should resist becoming involved in cut-throat price cutting competitive situations. So far as we know, there hasn't been a substitute found yet for close product inspection and the other quality operations in turning out a sound aerosol product. (Of course, these remarks do not apply to advances in techniques that will bring price reductions with no forfeit of quality of product.)

And finally, any price advances made by the custom filler should be fully justified and explained in detail to the customer. It should be kept in mind that small per-unit price increases by the filler can have the effect of inadvertently driving the price of the finished product far out of reach of the prospective buyer.

PACKERS

The leading custom and contract fillers operating in your area are listed on the following pages.

EAST

IMAGINATION • CREATION • REALIZATION

ATi

AEROSOL TECHNIQUES
INCORPORATED

Exclusively private label manufacturer of aerosol cosmetics, pharmaceuticals and chemical specialties.

Bridgeport 5, Conn. EDison 6-0176

Quality
AEROSOL FILLING

we will fill only for customers and market no product line of our own

Eska CHEMICAL CORP.
352 Livonia Ave.
Brooklyn, N. Y.
Phone: Dickens 2-5205

CONN-CHEM
For Aerosol Packaging
means:

*Imaginative Development
*Huge Capacity
*Production Know-How
*Close Cooperation—Fast Service
*Rigid Quality Controls
*Cost Economies

CONNECTICUT CHEMICAL RESEARCH CORP.
706 Bostwick Ave., Bridgeport 5, Conn.
FOrest 8-2511

EAST

Thomasson
OF PA., INC.
AEROSOL FILLING
for Contract and Private Label Marketers

Also Liquid Filling

Complete Research and Laboratory Facilities
Constant Quality Control

Norristown, Pa. BRoadway 5-4355

COMPLETE CUSTOM LOADING SERVICE

Exclusively Private Label Manufacturer of Aerosol Cosmetics, Pharmaceuticals and Chemical Specialties.

PRODUCTION IN ANY QUANTITY

AEROSOL METHODS
Ridge & Allentown Rd., Tylersport, Pa.
Phone ALpine 7-6032

QUALITY & SERVICE IN AEROSOL CUSTOM FILLING...

TALFORT
PRESSURE-PAK CORP.
321 W. PRATT ST., BALTO. 1, MD.

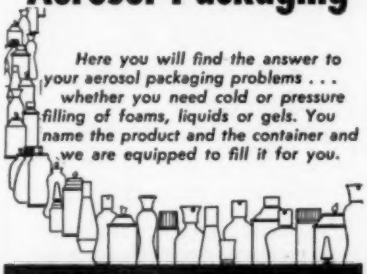
EAST

SPECIALISTS IN
AEROSOL FILLING
OF
PAINTS
AND RELATED PRODUCTS
FOR EXPERT, ECONOMICAL SERVICE...

RED DEVIL CHEMICALS, INC.
30 NORTH WEST STREET
MOUNT VERNON, N. Y.
Call MOunt Vernon
4-9880

Aerosol Packaging

Here you will find the answer to your aerosol packaging problems . . . whether you need cold or pressure filling of foams, liquids or gels. You name the product and the container and we are equipped to fill it for you.



POWR-PAK, INC.
643 North Ave., Bridgeport, Conn.

YOU NEED A SPECIALIST

You can depend on NATIONAL to answer your aerosol packaging problems. NATIONAL affords you quality control, complete research, laboratory and production facilities. Here are a few of the many specialized products we are now filling successfully:

- Insecticides
- Cosmetics
- Perfumes
- Paints
- Stencil Inks
- Antibiotics
- Animal Sprays
- Plastic Sprays

NATIONAL SPRAY CAN FILLING CORP.
6202 Avenue U · B'klyn, N.Y. · CL 1-3350

EAST

Old Empire
AEROSOL FILLING
AEROSOL CONCENTRATES
SHAVE CREAM
HAIR LACQUER
COSMETIC SPECIALTIES
PHARMACEUTICAL
SPECIALTIES
MT. PROSPECT & VERONA AVES.
NEWARK, N. J. • HUMBOLDT 4-2121
N Y C. WORTH 4-7870

To All Buyers of
AEROSOL PRODUCTS:
Here are the advantages of a modern manufacturing plant built upon a foundation of over 30 years experience:
1. Contract fillers of both bottles and cans.
2. Pressure and "Cold Fill" facilities.
3. Modern up-to-date, compounding facilities.
4. Complete research and control laboratory.
5. Free product development and sampling.
6. Free Products Liability Insurance.
7. Centrally located plant.
8. Our modern materials handling and shipping rooms can also handle your drop-shipments.
ASSOCIATED BRANDS, INC.
50 WALLABOUT ST., BROOKLYN 11, N.Y.
Tel. ULster 5-2900

Our reputation
merits your confidence
CONTRACT and CUSTOM
FILLING
of PRESSURIZED CONTAINERS
• PRODUCT DEVELOPMENT
• WAREHOUSE FACILITIES
Aerosol Filling Division
PURITAN
Distributing Co.
160 WASHINGTON STREET NORTH
BOSTON 14, MASS.
Richmond 2-3318

SUN-LAC INC.
"Successful through Service"
274 LAFAYETTE ST., NEWARK 5, N. J.
Aerosol Packaging
Small Runs Solicited
on
Cosmetics, Creams, Foams, Perfumes, Powders, Household Items, Insecticides, Industrial Products, & Plastic Sprays.
We formulate and develop new products. Quality controlled productions; bulk storage facilities; pressure & "Cold Fill" facilities. Special plan for companies requiring national distribution. We supply samples and do experimental work at no charge. Write or phone MA 3-7727 for full information.
Powders—Liquids—Emulsions

EAST

FLUID CHEMICAL
CO., INC.
1st in Contract Packaging
★ Aerosols
★ Liquid Filling
885-A MT. PROSPECT AVE.
NEWARK, N. J.
HUmboldt 5-2880

Armstrong
Laboratories
CUSTOM, CONTRACT AND PRIVATE LABEL FILLERS OF METAL, GLASS AND PLASTIC AEROSOL CONTAINERS
SEPARATE AEROSOL
PHARMACEUTICAL FACILITIES
WRITE OR CALL:
ARMSTRONG LABORATORIES
421 La Grange Street
West Roxbury, Boston 32, Mass.
FAirview 3-7404

Our 57th Year
A-M-R
CHEMICAL
FOR AEROSOLS
CONTRACT PACKAGING | PRIVATE LABEL FORMULATION
— Insecticides, room deodorants, coatings, hair sprays, cosmetics and a complete line of chemical specialties for home and industry
Bulk Storage Facilities
A-M-R
A-M-R, 985 E. 35th St., Brooklyn, N Y
CLoverdale 3-8300

EUROPE

aerosol
Established in 1953, Europe's first exclusive contract loader, not connected with can or valve manufacturing, not marketing any own products. We offer experience in:
Cold and Pressure Filling
Insecticides
Foam Products
Cosmetics
Pharmaceuticals
We are equipped to handle any can, bottle or valve on the market. Our experience is yours.
Aerosol-Service AG Riehen-Basel, Switzerland
Aerosol-Service GmbH Hamburg 39
Blumenstrasse 53, Germany

IAA Convention

(From Page 35)

sales curve is still on the upward trend, "and recent developments indicate that it is entirely possible that overall sales will be increased by 100% within the next two years." The position of aerosols in the United States today, he told his audience, is a result of intelligent advertising promotion,—and low consumer prices which have made the aerosol practically a necessity rather than a luxury. As a result of the large volume of aerosols packaged in the United States, and this large volume being divided among a relatively few companies, manufacturing prices and consequently retail sales prices are considerably lower than in Europe.

Mr. Delmore indicated that the technical development currently attracting most attention in the United States is the employment of nitrogen in the aerosol packaging of a wider range of aerosol food and pharmaceutical products. He referred to the development work which has been conducted by Precision Valve over the past two years, the culmination of which is that several of the largest manufacturers of tooth paste are currently bringing out aerosol tooth paste on a nation-wide basis. Many of the large firms in the beverage, condiment and pharmaceutical fields are also conducting market tests, he indicated, and the prospects are that the total volume of compressed gas aerosols may well exceed 200 million units within the next two years.

The speaker gave a brief outline of the compressed air system and reviewed the changes that must be made in containers and valves to adapt them to efficient use with the compressed gas medium. He also described the filling technique which must be followed with nitrogen-based aerosols and discussed some of the particular problems involved in packaging such products as liquid coffee, tooth paste, chocolate syrup, etc. Mr. Delmore's paper will be given more extensive treatment in the next issue of *Aerosol Age*.★

Aerosols Overseas

(*From Page* 43)

nations, and as an Executive Committee place for the Frankfort group has been left open, a problem arises because the Frankfort group represents not only Germany but also many other countries which the IAA has already designated for membership on its Executive Committee. Thus, it might occur that two members of IAA's Executive Committee, with opposing views, might each claim to represent the same national interests. Although this might not be unusual in European organizations, it is not a very happy solution of the problem.

On Finances, Mr. Hirschburger reported an estimated first year budget of Sw. Fr. 25,000 to 30,000 ($5,900 to $7,000) to cover organizing expenses and funds for an office with director and secretary, the only paid salary employees of the Association, Alfred Naegeli, the office director, will handle all correspondence and conduct the affairs of the Association with offices at Waisenhausstrasse 2, Zurich 1, Switzerland. Expenses are to be covered by membership dues set for the first year at Sw. Fr. 30 per month or 360 per year, payable monthly or quarterly in advance. Based on the estimated budget, this means a minimum membership of between 80 and 85 companies which gave all appearances, in view of the attendance, of being a reachable goal.

William G. Delmore, vice-president of Precision Valve International, who had just recently returned from a U. S. trip, then gave a report on the latest American aerosol developments, including a detailed and technical account of the new nitrogen pressurized foodstuff and toothpaste products now appearing on the U. S. market. Nitrogen is already being used by some of the European loaders (Mr. Holm, Aerosol Fylling A.S., Oslo, is pressurizing some ski-wax with it), but a line of pressurized food products seemed new to most Europeans. General comments were sceptical. Europeans appear not to like food out of cans, and, as interesting as the development may be from a technical point of view, it will be some time — except, perhaps, for some toothpastes — before nitrogen pressurized foodstuffs find their way to the European market in this reporter's opinion. Mr. Delmore's paper was well presented and well received.

Contrary to the Frankfort group which has moved more slowly and now has its second meeting scheduled, the Swiss group endeavoured to settle in one meeting of two morning sessions all of its organizing, elections, dues, officers, etc. No announcement has yet been made about future meetings, how often, or where they will take place. But definitely, Europe has launched its second aerosol industry trade association. How the two groups will iron out their conflicting areas of interest remains to be seen, but both appear purely European in character and not "international" or "German".

That they approach this problem with open minds and in an atmosphere of friendly discussion is an excellent sign. The "European" concept has long been a stumbling block with those living in this geographical area. First of all they are extreme, laudable, and likable individuals and from this point on they either tend toward the nationalistic or international. The new idea of their being "European" has still to jell. The European aerosol industry trade association is a helpful step in this direction.★

•

Appleby to Midwest Post

Roger Appleby is the new midwestern advertising manager for *Aerosol Age*. He succeeded Robert Garty last month. A graduate of the University of Michigan, Mr. Appleby has represented *Aerosol Age* in the eastern area for the past two years. He will continue to make his headquarters at the home office of *Aerosol Age* in Caldwell, N. J.

Roger Appleby

MIDWEST

PETERSON
FILLING & PACKAGING CO.
•
Contract Aerosol and Liquid Filling
PHONE: 1400
HEGELER LANE
DANVILLE, ILL.

We can do your
Cold or Pressure
CUSTOM FILLING . . BUT
equally important, as a long-time manufacturer of our own complete line of aerosols we can provide valuable marketing, merchandising and product development assistance. This "know-how" is part of our service which includes the most versatile and flexible aerosol plant in the country. We can easily and economically handle any type of spray, foam, residual or mechanical break-up product—in any quantity from 100 to 1,000,000. Write, wire or phone today!
Gard Industries, Inc. Northfield, Ill.

AEROSOL PACKAGING
to fit
YOUR
PRODUCT

• No minimum run required and no maximum limit! Rigid quality control is maintained on all production, contract filling or custom packaging.
CHASE PRODUCTS CO.
Maywood, Illinois

✓ CHECK
Lenk FIRST!
AEROSOL
CUSTOM FILLING
SPECIALISTS IN
PRESSURE PACKAGING
THE LENK COMPANY
FRANKLIN, KENTUCKY

MIDWEST

EVEREADY
for
AEROSOLS
complete private brand packaging
EVEREADY PRESSURIZED PRODUCTS, INC.
1101 BELT LINE ST. • CLEVELAND 9, OHIO

Symbol of
Experience in Aerosol
Development & Packaging
for Aerosol "Know-How" Call
CONTINENTAL FILLING CORPORATION
123 N. Hazel • Danville, Illinois

Aerosol Packaging
Specializing in
AEROSOL PAINTS
Enamels - Lacquers
Wrinkle and Hammertone Finish
Custom Filling
or
Private Label
Complete Aerosol and Paint
Laboratory Facilities
Cleveland Aerosol Packaging Corp.
9801 HARVARD AVE., CLEVELAND 5, O.

PRIVATE LABEL
AEROSOLS
Leadership earned through outstanding aerosol research laboratories . . . creative product development . . . meticulous quality control . . . effective production economies. G. Barr & Co. markets no products of its own.
THREE PLANTS TO SERVE YOU
New York Chicago Los Angeles
Address all inquiries to:
G. BARR & CO.
3601 So. Racine Ave., Chicago 9, Ill.

Colleges in Aerosol Research

TWO major Metropolitan New York Universities last month announced installation of aerosol laboratories in their colleges of pharmacy. The two are Columbia and St. John's, both leaders in pharmaceutical research.

Columbia's aerosol laboratory will be under the direction of Professor Joseph Koenig, and will be equipped with laboratory equipment from some of the leading suppliers. The laboratory will be used for both student instruction in aerosol techniques and for basic and applied research in the whole field of aerosol pharmaceuticals.

The College of Pharmacy of St. John's University, has installed a similar laboratory at their downtown division, 96 Schermerhorn Street, in Brooklyn. This laboratory will be equipped with the latest aerosol filling equipment, as well as with many of the scientific instruments required to carry out basic research dealing with the principles of aerosols and the fundamentals of aerosol formulation. This laboratory, under the direction of Dr. John Sciarra, will also evaluate raw materials.

Editor's Mailbag

(*From Page 9*)

droplets are impinged against a baffle and returned to the reservoir for further use. Only those particles of known therapeutic diameter are released for optimum retention in the entire bronchial tree.

Mr. Porush makes mention in his letter of the high pressure and immediate evaporation of the propellant. A common belief is that all of the propellant "flashes" instantly into vapor, exploding the jet into the final particles, or at least into the total number of particles finally resulting. "Flashing" or "exploding" connote time intervals too short for any other action to occur. Yet, in a study published in the JOURNAL OF THE SOCIETY OF COSMETIC CHEMISTS, 7: 2 (March, 1956), J. Louis York of the Department of Chemical and Metallurgical Engineering, University of Michigan, indicates that all of the liquid propellant dispensed from a Freon container does not evaporate at once.

Aside from many other advantages in inhalational therapy of the dual-chambered pressurized nebulizer over a metered-valve, propellant mixed application, there is nothing new in Mr. Porush's letter to sustain his objection to the statements of *Aerosol Age* on page 62 of its December issue.

Thomas J. Mahon,
President
THOMAS J. MAHON, INC.

Great Britain

(*From Page 28*)

person in the U. K. to pack glass aerosols, which he did as early as 1951. He cut Continental valves out of discarded ends and fixed them to ordinary glass bottles by means of two metal rings. Some of these historic bottles may still be seen in Mr. Botfield's laboratory.

Amongst the aerosol products which have recently become available in Great Britain is "Nestosyl," an anaesthetic, antiseptic, and therapeutic oil. It is intended as a convenient spray for painful mucous membranes, ulcers, burns and for soothing chafed surfaces, particularly those caused by artificial limbs and surgical belts. The product is marketed in an aluminum dispenser fitted with a Precision valve.

A handsome booklet on the "Isceons" has recently been issued by the Research Department of Imperial Smelting Corp. Ltd., one of the two propellant manufacturers in the U. K. The booklet contains an explanation of the "Isceon" nomenclature. A three-figure number is added after the name "Isceon," the first figure denotes the number of carbon atoms in the chemical formula, the second the number of chlorine atoms, and the third the number of fluorine atoms. It is therefore necessary to remember only that the three figures refer respectively to carbon, chlorine and fluorine, placed in alphabetical order. Thus dichlorodifluoromethane ("Freon," "Genetron" and "Isotron" 12), chemical formula CCl_2F_2, has one carbon atom, two chlorine atoms and two fluorine atoms in each molecule. It is therefore termed "Isceon 122." Similarly trichlorofluoromethane is termed "Isceon 131" and

dichlorotetrafluoroethane is "Isceon 224."

If no chlorine is present the second number is a nought. Thus, carbon tetrafluoride, CF_4 is represented as "Isceon 104." Isceon compounds are all of the saturated aliphatic type, so that if hydrogen is present no additional figure is added. If the number of halogen atoms represented by the sum of the second and third figures in the Isceon number is less than that required to saturate the carbon valencies, the difference represents the number of hydrogen atoms present. Thus chlorodifluoromethane, $CHClF_2$, is "Isceon 112," while fluoroform, CHF_3 is "Isceon 103."

The booklet also contains a series of nomographs on the physical properties of Isceon 131, Isceon 122 and their mixtures. A key to the nomographs supplied in a pocket at the back of the book. In addition there are extensive tables of the thermodynamic properties of "Isceon 122" and "Isceon 131"; a brief summary of the Isceon production process; a table of specifications; a brief list of physical and chemical properties and a description of the analytical methods of interest to the user of these materials. Drum and cylinder details are also supplied. It is interesting to note that Imperial Smelting Corp. follow the practice of Imperial Chemical Industries Ltd. by spelling propellant "-ent."★

Aerosols in Review

(*From Page* 40)

The acid acceptor, therefore, must be non-alkaline and the epoxidized oil is the only material we know which will fulfill these conditions. By way of parallel, the epoxidized oil is used widely in surface coatings and protective greases for similar purposes.

"(b) The hydrochloric acid can have an effect on the contents of the aerosol. This can become acid or polymerize, or, in the case of esters and glycerides, hydrolyse.

"*Note:* Where the content of the aerosol is itself unstable due to acid split off, e.g. DDT, the epoxidized oil can be used to stabilize such substances.

. . . "A classic example of a formulation which will both deteriorate and cause corrosion in tinplate containers is a 7% menthyl salicylate sun-tan lotion which contains glycols and alcohols. The epoxidized oil gives complete protection in this instance. Orange oil tends to resinify in the presence of traces of acid, and the epoxidized oil has been found successful there.

"Hydroxycitronellal is an extremely good solvent for a number of lacquers and the addition of the epoxidized oil has not improved lacquer peel-off, but has prevented deterioration of the content and corrosion.

"In each case 2% to 5% epoxidized oil on the propellant was used and rapid deterioration was noted in the controls under the conditions of storage."

As examples from other laboratories, Mr. Hopf gave an insect repellent spray using propellant 11/12 and D.M.P. (where both rusting and hydrolysis of the phthalate were prevented) and a fire extinguisher based on mono-chloromonobromo methane which, due to low temperature packaging, may contain traces of moisture (which was stabilized by the addition of epoxidized oil).

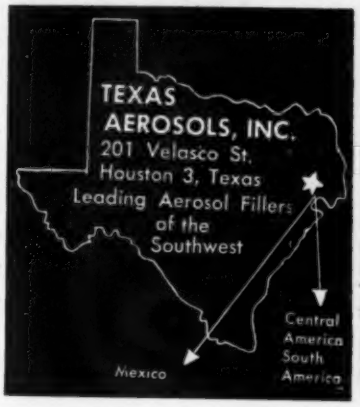
"A typical example where the epoxidized oil is ineffective is an aqueous xylol saturated alcohol solution using a mixture of propane and butane as a propellant. The epoxidized oil is soluble in neither of these phases."

•

THE growing acceptance by major European chemical firms of contract research is the subject of an illustrated article in the January issue of *Chemical Engineering Progress* by Frank C. Croxton and M. A. W. Barnick of the Batelle Memorial Institute. The article begins on the premise that increased research expenditures by such chemical "giants" as Farbwerke Hoechst and Farbenfabriken Bayer are sure-fire determinants of the growing role of research in Europe.

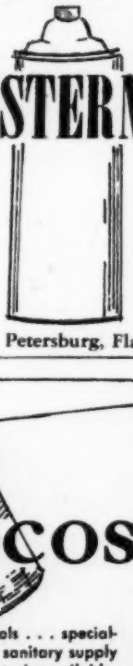
The authors point out that the concept of contract research is relatively

SOUTH & SOUTHEAST



Put the Pressure on that new idea!
CONTRACT & CUSTOM FILLING
•
COMPLETE LABORATORY FACILITIES FOR DEVELOPMENT OF NEW PRODUCTS AND IMPROVING OF OLD PRODUCTS
•
HUB OF THE SOUTH LOCATION
Aerosol of Georgia, Inc.
918 Boulevard N.E. Atlanta 8, Ga.

SOUTHEASTERN
PACKAGING CO.
Leading custom contract and private label packagers, serving all of Florida and the Southeast
P. O. BOX 8057
Madeira Beach
St. Petersburg, Fla.



Custom loaders of Aerosols . . . specializing in the cosmetic and sanitary supply products. Private label stock available. Strict quality controls.
Aerosol Corporation of the South
P. O. Box 148 Arlington, Tenn.

CALIFORNIA'S PROGRESSIVE AEROSOL FILLER

Compare our
★ PRICES
★ QUALITY
and CONFIDENTIAL SERVICE

WESTERN
FILLS ALL PRODUCTS

WESTERN FILLING CORPORATION
6423 BANDINI BLVD., LOS ANGELES

CUSTOM PACKERS
Manufacturing Chemists

•

The west's oldest and most experienced aerosol fillers

•

WAREHOUSING — SHIPPING
COLD & PRESSURE FILLING

•

PAR INDUSTRIES, INC.
2193 E. 14th ST., LOS ANGELES, CALIF.

new in Europe, dating back to about 1947, and that the first successful attempt toward foundation of contract research firms similar to those in America was made in the United Kingdom, with the founding of the Fulmer Research Institute. The movement has also manifested itself in Germany, where one "umbrella" organization, the Union of Industrial Research Associations (founded in 1954) coordinates the activities of 35 industrial research societies.

"The reasons why European firms turn to contract research are undoubtedly the same as in the United States. When a company is conducting research itself, it may want to expand its effort with the aid of outside agencies. It may also want to use special abilities temporarily or until the value of a particular field can be proved to management. At other times, it may certainly be that a fresh point of view is needed. It is at these times that contract research is called for, whether in the United States or Europe. This is recognized by the smaller companies to a degree, but especially by those who have known research well. A continual program of education is necessary. It will be forthcoming in Europe as it has in the U. S.

•

THERE is a big feminine market for aerosol shave cream, reports *American Druggist* in its issue for March 10. If promoted energetically enough at the marketing level, the magazine declares, this market can bring the retailer many extra sales.

Source of the information was Robert Lumbard, owner of Lumbard University Drug Store, Ann Arbor, Mich,. who discovered that the feminine market can account for a "healthy precentage" of the store's shaving cream volume.

•

THE importance of odor perception in aerosol products is the subject of "Aerosol Topics" in the February issue of *The Givaudanian*, monthly technical publication of Givaudan-Delawanna, Inc., New York. The article points out that first perception of the aerosol product is possibly more important than for a conventionally-packaged product. "It is still that first sniff which must make a marked impression on the consumer in order for a sale to be consumated."

"Aerosol products are subjected to various conditions which may cause odor change to a far greater degree than the conventionally packaged materials. While the normal package is usually made of one type of material, the aerosol container is made of more than one type. In addition the individual component parts of the pressure container may, in themselves, affect the stability of the odor of the entire package. The pressurized product is also subjected to the action of its propellant—by far the most important part of the package—which definitely can have a deleterious effect on the product's odor."

It is pointed out that it is possible to have some oxidation in the aerosol package resulting from the chemical reaction caused by the decomposition of any part of the principle in the container. As an additional factor which may occasionally cause undesired odor change, the article suggests possible incompatibility of the perfume and other constituents of the product with the propellant (or mixture of the propellants used), the container, the valve, and the other components of the completed container. "Individually or collectively, these components can cause a reaction which might break down the product and cause an odor change."

. . . "In view of the many possible perfume constituents which may be used in a given formulation to attain a desired effect, it is essential that a formulation be so balanced that it has extreme stability over a wide range of pH. A formulation thus balanced will be able to withstand some of the incompatibilities which might take place and the perfume composition will retain the original odor as conceived by the perfumer."★

Sesoxane Production

(*From Page* 19)

Use of Sesoxane as a synergist for methoxychlor is expected to raise the market potential for methoxychlor products considerably. Shulton researchers predict that use of the new synergist could double the methoxychlor-containing insecticide aerosol sales. They point out that since Sesoxane does not synergize DDT, it will have little effect on that portion of the business. However, use of the new synergist with chlordane, dieldrin, and other killing agents is currently being studied.★

Pharmaceutical Aerosols

(*From Page* 16)

monary emphysema, and pulmonary fibrosis are in clinical trial as are preparations for the treatment of coughs and sore throat. Formulations permitting oral inhalation of antibiotics are also being tested.

Aerosol therapy is taking its place along with tablets, ointments and injectables in the field of relief of human ills.★

New Aerosol Patents

The data listed below is only a brief review of recent patents pertinent to the readers and subscribers of this publication.

Complete copies of these patents may be obtained by writing to the publisher of this magazine, Aerosol Publications, Box 31, Caldwell, N. J., and remitting 50c for each copy desired. For orders received outside of the United States the cost will be $1.00 per copy.

2,822,912. CONTAINER FEEDING MECHANISM FOR LABELING MACHINES. Patent issued Feb. 11 to Frederick W. Wehmiller, Ladue, and William J. Nekola, Normandy, Mo., assignors to Barry-Wehmiller Machinery Co., St. Louis, a corporation of Missouri.

In a container feeding mechanism for a labeling machine having an inlet side for a plurality of containers and a label applying station for simultaneously labeling a plurality of containers, the improvement of a plurality of container feed conveyors having outlet ends adjacent the inlet side of the machine, means to operate said feed conveyors together, container transfer means adjacent the outlet ends of each of said feed conveyors periodically movable together between a position engaging the leading containers on said feed conveyors and a position transferring the leading containers to the label applying station in the machine, power operated means in the machine connected to said feed conveyors and transfer means to operate the same, and safety means for cutting off the source of power for said power operated means to stop the machine, feed conveyors and transfer means, said safety means including a control switch connected to said power operated means, switch operating means operably disposed in each of said feed conveyors and movable between switch open and closed positions, finger means adjacent each feed conveyor in the path of container movement and engageable therewith, and actuating means connected between each of said finger means and said switch operating means, said actuating means being resiliently urged in a direction to displace any of said finger means which is free of engagement with a container and actuate said switch operating means into switch open position to stop the machine, feed conveyors and transfer means.

182,046 (Design Registration). CLOSURE CAP. Issued Feb. 4 to Jack W. Soffer, St. Louis, Mo. and Donald M. Kitterman, Kansas City, assignors to Development Research Inc., St. Louis, a corporation of Missouri.

182,045 (Design Registration). COMBINATION CAP AND ACTUATOR FOR AEROSOL DISPENSERS. Issued Feb. 4 to Jack W. Soffer, St. Louis, Mo., assignor to Development Research, Inc., St. Louis, a corporation of Missouri.

2,822,002. DISPENSER FOR FLOWABLE MATERIALS. Patent issued Feb. 4 to William Mack, Hartford, Conn., assignor to Frank E. Wolcott, Hartford.

A dispenser for flowable materials comprising a container for the material to be dispensed, a cap on the container having a receptacle for a cartridge of compressed gas, a pump carried by the cap and removable therewith as a unit having an inlet within the container, a dispensing nozzle on the cap connected to the outlet of the pump, and means forming a gas flow passage separated from the interior of the container and connecting the receptacle and pump for applying compressed gas from the cartridge to the pump, and a manually operable valve in said passage.

2,821,986. AEROSOL GENERATOR. Patent issued Feb. 4 to William L. Tenney, Dayton, Ohio.

In a fog and spray generator having a pulse jet engine including a combustion chamber having a fuel and air inlet unit and a discharge tube and adapted to develop a pulsating discharge pressure through the tube, the combination of a tank adapted to be filled with water, means supporting said combustion chamber in the bottom portion of said tank and with said inlet unit projecting through the wall of said tank to the outside thereof, means supporting said discharge tube above said tank, an elongated pipe extending from said combustion chamber and doubled on itself adjacent the bottom of said tank to assure engagement thereof with the cooling liquid within said tank over a wide range of liquid levels within said tank, means forming an upwardly extending connection from said pipe to said discharge tube, a reservoir for storing a formulation for introduction into said discharge tube to produce the fog or spray, and means for effecting delivery of said formulation into said discharge tube.

2,822,960. VALVE STRUCTURE. Patent issued Feb. 11 to Michael C. Lengel, Bridgeport, Conn.

For use in an aerosol container having a valve means and a syphon tube connected thereto, the improvement of a securing means for positively mounting the tube to the valve means so as to prevent any possible separation of the tube therefrom, said securing means comprising an eyelet having inner and outer depending spaced wall portions, the outer wall portion being provided with a plurality of spaced longitudinally extending slots, said inner depending wall portion adapted to be received

Professional Directory

Rommel
Allwine
&
Rommel

Registered Patent Attorneys

Suite 428,
815 — 15th STREET, N. W.,
Washington 5, D. C.

Patent Practice before
U.S. Patent Office

Validity and Infringement
Investigations and Opinions

Booklet and form
"Evidence of Conception"
forwarded upon request.

bio-assay
INSECTICIDE AEROSOL

- *formulation performance*
- *label claims*
- *mammalian toxicity*

WISCONSIN ALUMNI RESEARCH FOUNDATION
INSECTICIDE TESTING LABORATORY
P. O. BOX 2217-DD
MADISON 1, WIS

AEROSOL PRODUCT DEVELOPMENT
Consulting-Research-Testing

THE REED RESEARCH CORP.
Winston H. Reed, Ph.D.
President and Technical Director

MILL STREET, SHELTON, CONN.
Phone Ansonia-Derby—REgent 5-4858

CONFIDENTIAL **UNBIASED**
A company devoted exclusively to development and research on Aerosols

in the end of said tube so that the tube is disposed between said inner and outer wall portions, and said outer wall portion being inwardly bent to securely grip said end of the tube between the depending walls of said eyelet.

2,822,961. Aerosol Bomb. Patent issued to Nels W. Seaquist, Crystal Lake, Ill.

An aerosol bomb comprising a container member containing fluid to be dispensed under superatmospheric pressure, a valve body having a flange extending into an opening of said container member, a compressed resilient annular gasket tightly sleeved over said flange and sealing said opening at one side thereof, means for maintaining said gasket under compression comprising a fusible washer which fuses at a temperature below that at which said pressure causes said container member to explode, said flange having a crimped portion at its inner end maintaining said gasket and washer under compression, normally closed releasable valve means in said valve body, and a delivery tube encircled by said gasket and by said washer, said tube extending approximately to the bottom of the container and being connected to the valve means to deliver said fluid therethrough upon release of said valve means.

2,821,851. System For Hydrostatically Testing Containers. Patent issued February 4 to Horace S. Daley, Clifton, N. J., assignor to Specialties Development Corp., Belleville, N. J., a corporation of New Jersey.

In a system for hydrostatically testing containers adapted for storing pressure medium therein, the combination of a jacket adapted to be filled with water having an open upper end including a seat and a wall surrounding said seat, volumetric measuring means, conduit means for establishing a fluid flow connection between said jacket and said measuring means, and a cover positioned on said seat to seal said open end having means on the underside thereof for suspending a container to be tested in said jacket and having means for introducing test fluid into the container, said cover fitting into said wall to displace water from said jacket above said seat and having a recess on the underside thereof above the level of said seat for trapping a small quantity of air and to compress the same as the cover is positioned on said seat.

W. Alec Jordan
Chemical Business Counsel

- Marketing Analyses
- Product Development
- Evaluation of Purchasing Determinants

52 Park Ave., New York 16, N. Y.
ORegon 9-1657

Trade Mark Applications

Applications for registration of the following trademarks were published in recent issues of the *Official Gazette* of the U. S. Patent Office. In not all cases are there strictly aerosol trademarks, however many of the products listed below come within the category of those for which a possible future use in aerosols is foreseen.

Minute For Beauty, for cologne, personal deodorant, and a wide range of cosmetic and hair products. Filed March 12, 1957 by Chesebrough-Pond's Inc., New York, claiming first use Jan. 15, 1957.

Vapon, for cosmetic and hair preparations. Filed Dec. 7, 1956 by Vapon, Inc., Montclair, N. J., claiming first use July 26, 1957.

Sprayway, for germicidal and fungicidal foot spray preparation for refreshing and deodorizing the feet and decontaminating shoes; and antiseptic first aid spray preparation for minor skin injuries, for preventing infection and aiding in healing; and a spray preparation for the relief of upper respiratory congestion caused by colds and hayfever. Filed April 12, 1957 by Sprayway, Inc., Chicago, with first use claimed for July 1949.

Space, for home deodorant. Filed Nov. 28, 1956 by Shulton, Inc., Clifton, N. J., with first use Oct. 29 of same year.

Top Wip, in script, for fluffed cream for use as a food topping. Filed Dec. 10, 1956 by Top-Wip, Inc., Los Angeles, claiming first use on or before Nov. 16, 1951.

L'oreal, for hair colorings, color developers, color intensifiers, hair conditioners, and other hair products. Filed June 25, 1956 by Societe Monsavon-L'Oreal, Societe Anonyme, Paris, France, with first use Feb. 22, 1921.

Bug Blast, in large, spaced capitals, for insecticides. Filed April 8, 1955 by Cenol Co., Chicago, claiming first use May 1, 1948 or prior thereto.

Black Hawk, in bold-face capitals with an Indian-head silhouette, for insecticides. Filed July 24, 1956 by Quinn Drug and Chemical Co., Greenwood, Miss., with first use 1943.

Touch-N-Flo, for cosmetic dispensers. Filed Feb. 5, 1957 by Richford Corp., Oceanside, N. Y., claiming first use in or about 1949.

Glamorette, in outline letters superimposed on an oval outline, for chemical compound in liquid form for use as a finishing agent for the purpose of imparting gloss and sheen to furs. Filed July 16, 1957, claiming first use Nov. 10 of previous year.

My Knight, in outline script, for hair dressing, sun tan oil, brilliantine, face and body lotions, and other cosmetics. Filed Sept. 5, 1956 by Pharmetics Corp., Baltimore, Md., with first use May 18, 1937.

Parispray, in script for spray type room or space deodorizers. Filed April 3, 1957 by Robert W. Gabler, d.b.a. The House of Gabler, Chambersburg, Pa., claiming first use March 20, 1954.

•

Avon Names Two Officers

The election of Charles E. Dykes as controller and S. Arnold Zimmerman as secretary of Avon Products, Inc., Suffern, N. Y., was announced on March 11.

Prior to joining Avon Mr. Dykes had been with the Cooperative Grange League Federation Exchange Inc., Ithaca, N. Y., since 1939, serving as controller and budget director for the last 12 years.

Mr. Zimmerman was formerly with Wallace & Tiernan, Inc., Belleville, N. J. processing and manufacturing concern, as counsel and head of the legal department. Prior to that he had been law secretary to the late Arthur T. Vanderbilt, Chief Justice of the State of New Jersey.

•

VCA Reduces Valve Prices

Valve Corp. of America, Bridgeport, recently announced a reduction in the price of its standard aerosol valve with actuator and dip-tube attached. The new price will be $27.60 per thousand in lots of 50,000 and up. According to P. H. Sagarin, VCA president, the reduction was made possible through improvement of the company's manufacturing operations and by generally increased production.

•

Chiris Appoints Mendoza

Antoine Chiris Co., New York perfume and essential oils producer, recently announced the appointment of Robert Mendoza as vice-president. He joined the company in 1946 and served in the perfumery and manufacturing and research departments, before becoming sales manager.

Index to Advertisers ▸ ▸ ▸ ▸ ▸ April 1958

—A—

Abbé Engineering Co..... 58
Aerocide Dispensers 10, 11
Aero-Matic Laboratories 64
Aerosol Corp. of the South..... 71
Aerosol Methods 67
Aerosol of Georgia..... 71
Aerosol Research Co..... 3
Aerosol Service AG..... 68
Aerosol Techniques, Inc..... 67
Air Reduction Co.....Feb.
Alpha Eng. & Machine Wks..... 30
American Can Co..... 41
Anchor Plastics Co., Inc..... 63
A-M-R Chemical Co., Inc..... 68
Armstrong Laboratories 68
Associated Brands, Inc..... 68

—B—

Baltic Chemical Co..... 75
Barr, G., & Co..... 70
Bombrini Parodi-Delfino 6
Builder's Sheet Metal Works, Inc. 56

—C—

Chase Products 69
Cleveland Aerosol Pkg. Corp..... 70
Continental Can Co.....Facing 18
Con. Packaging Mach. Corp.....Mar.
Connecticut Chemical Research.. 67
Continental Filling Corp..... 37
Cowles Chemical Co.....Mar.
Crown Cork & Seal Co..... 46

—D—

Dodge & Olcott, Inc..... 49
Donrico Inc. .....Mar.
Druk-Pak Inc. 58
du Pont de Nemours Co., E. I....12, 51

—E—

Eska Chemical Corp..... 67
Eveready Products Inc..... 70
Fairfield Chemical Div.....4th Cover
Felton Chemical Co..... 24

Florasynth Laboratories, Inc..... 62
Fluid Chemical Co..... 68
Foresman, Robert A., Jr..... 60
Fritzsche Bros. 29

—G—

Gard Industries Inc..... 69
General Aniline & Film Corp.....Mar.
General Chemical Div.....26, 27
Givaudan-Delawanna, Inc...2nd Cover

—H—

Hope Machine Co..... 62
Hydrawlik Co. .....Mar.

—J—

JG Machine Works.....Mar.

—K—

Kiwi Coders Corp..... 62
KLM-Royal Dutch Airlines..... 57

—L—

Lenk Manufacturing Co..... 65
Ludwig Closures Inc.....Feb.

—M—

Magnus, Maybee & Reynard, Inc..Feb.
McLaughlin Gormley King Co...Feb.
Mojonnier Associates Inc..... 4
Monsen Refrigeration 61

—N—

National Spray Can Filling Corp. 67
Newman-Green Inc. 46B, 46C
Norda 46D

—O—

Ohio Chem. & Surgical Equip. Co. 34
Oil Equipment Laboratories....Mar.
Old Empire, Inc..... 68

—P—

Par Industries, Inc..... 72
Penick, S. B., & Co.....Mar.
Pennsalt Chemicals Corp.....Mar.
Peterson Filling & Packaging Co. 3rd Cover, 69
Pfizer, Chas., & Co..... 23
Polak's Frutal Works..... 33
Powr-Pak, Inc..... 67
Precision Valve Corp..... 42
Puritan Distributing Co..... 68

—R—

Red Devil Chemicals Inc..... 67
Reed Research Corp..... 74
Richford Corp. 8
Risdon Mfg. Co.....Mar.
Rommel, Allwine & Rommel.... 73
Rosner-Hixon Laboratories ....Mar.

—S—

Schimmel & Co..... 52
Shield Chemical Co.....Mar.
Solvay Process Division Allied Chemical & Dye Corp... 7
Southeastern Aerosols 71
Stalfort Pressure-Pak 67
Sun-Lac Inc. 68
Sun Tube Corp.....Mar.

—T—

Thomasson of Pa., Inc..... 67
Texas Aerosol Co..... 71
Tube Manifold Corp..... 65

—V—

van Ameringen-Haebler, Inc...44, 45
Velsicol Chemical Corp.....Mar.

—W—

Western Filling Corp..... 72
S. S. White Dental Mfg. Co....Mar.
Wisc. Alumni Res. Foundation.. 73

Avon Plans New Office

Avon Products, Inc., Suffern, N.Y., has announced plans for erection of a new $2½ million plant in Rye, N. Y. to house offices and packaging operations.

•

Revlon Appoints Ruston

Charles R. Ruston has been appointed vice-president of sales by Revlon, Inc., New York cosmetics and aerosol marketer. He will have full responsibility for the company's three sales divisions.

Mr. Ruston joined Revlon in 1954 as west coast regional manager and most recently served as vice-president and general manager of the Revlon International Corp., which is responsible for the firm's overseas sales.

•

Installs Nitrogen Line

Old Empire, Inc., 865 Mt. Prospect Ave., Newark, N. J. last month installed a completely-automatic nitrogen line for the filling of toothpaste, pharmaceutical ointments, and cosmetic lotions.

Jewel Tea Earnings Up

Record sales and earnings were registered in 1957 by the Jewel Tea Co., Barrington, Ill., aerosol marketer, the company's annual report revealed last month. Sales increased 7.5% (to $414,465,815) from the 1956 volume of $385,553,469. Net earnings increased 9.8%, $6,960,812 in 1957 as against $6,339,943 the previous year. The company has extensive retail distribution, as well as owning the Eisner Grocery Co., a supermarket chain.

OVER THE TRANSOM

CSMA and the newly-organized Association of Canadian Chemical Specialties Manufacturers have recently arrived at a "memorandum of understanding" which establishes a basis for a continuing program of cooperation and mutual assistance between the two organizations. Members of the Canadian group will, for a special pro rata fee, be provided with a series of services which go to CSMA members, the services including bulletins, copies of convention proceedings, and other publications and testing materials at regular member prices. Attendance at CSMA meetings will be available to all Canadian members at membership registration fees. There will be no participation, of either association however, in the management, activities or conduct of the affairs of the other association.

* * *

A visitor to the office of Aerosol Age *last month was Claude Franck, of the Paris firm of Les Vaporisateurs Marcel Franck, a leading French perfume filler. The company's transition from atomizers to aerosols has been according to Mr. Franck, an interesting experience, and this year the firm expects to fill about 500,000 containers, the greater share of them perfume and colgnes.*

Mr. Franck reported a growing acceptance of the aerosol idea by the French woman buyer of perfumes and colognes. Since France is a leading world supplier of perfumes and perfume packages, this consumer acceptance in such a key country should soon have the effect of spreading the aerosol all over the world—even to such areas as Southeast Asia and other areas that up to now have had little contact with the pressurized package.

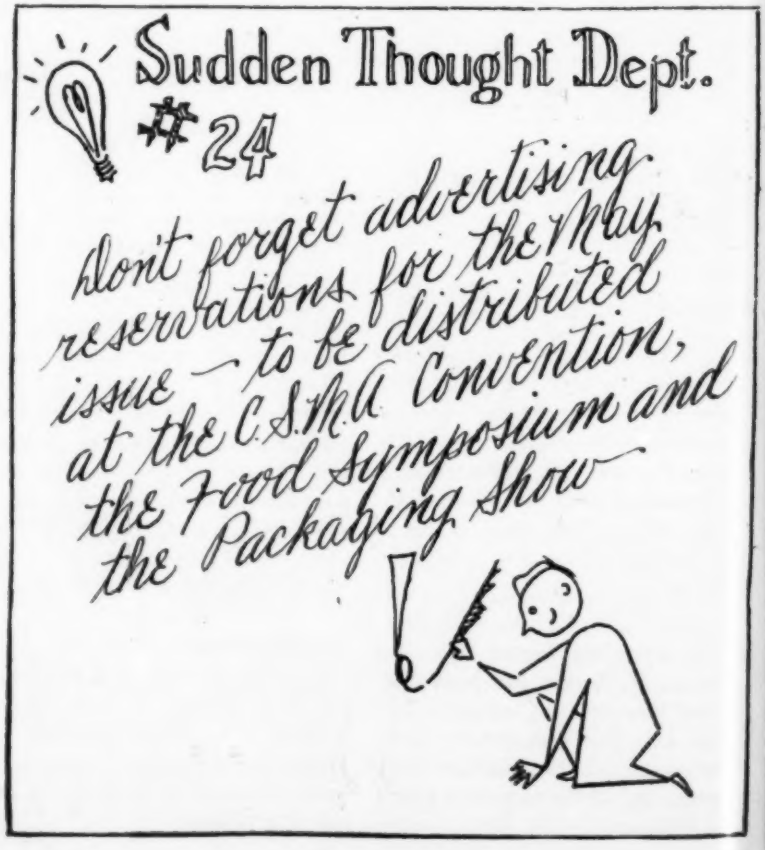
When queried on the subject of uncoated glass containers, Mr. Franck said that, despite extensive glass packaging, his company had had little trouble, mainly because of use of a polariscope to test flaws and tensions in containers before they are filled. In his opinion, there is little hazard to the consumer as long as normal precautions are taken (by the packager) and sizes over one-quarter ounce are packaged in coated containers.

* * *

An award of three leaky valves is suggested for the party, nameless here, who made the deal for CSMA with the Institute of Food Technologists in connection with the aerosol food symposium which the IFT will hold out at their annual meeting in Chicago, May 25-28. The IFT, it seems, has ended up with complete control of publication of the five papers comprising the symposium, in spite of the fact that the speakers will be provided by CSMA. Also, as we get the story, the CSMA will have to pay $1,000 to IFT to ensure early publication of the papers — otherwise the industry might have to wait as long as a year or so before the IFT journal would get around to publishing the material.

The whole deal leaves a very sour taste, but apparently the CSMA committees involved felt that they had no choice other than to stand still for the hosing if they wanted to get the papers published. The fact of the matter is, however, that CSMA has at least two publishers as members, either one of whom would probably have been willing to do the job gratis, if CSMA had retained some control over release of the papers.

Departing New York International Airport aboard a Pan American World Airways Clipper for Europe are H. R. Shepherd, (left) president of Aerosol Techniques, Bridgeport, and Walter Feldesman, vice-president and member of the general council, of Aerosol. They'll spend two weeks visiting England, Scandinavia and Western European countries investigating new chemical compounds for the aerosol industry.


Sudden Thought Dept.
#24
don't forget advertising reservations for the May issue — to be distributed at the C.S.M.A. Convention, the Food Symposium and the Packaging Show